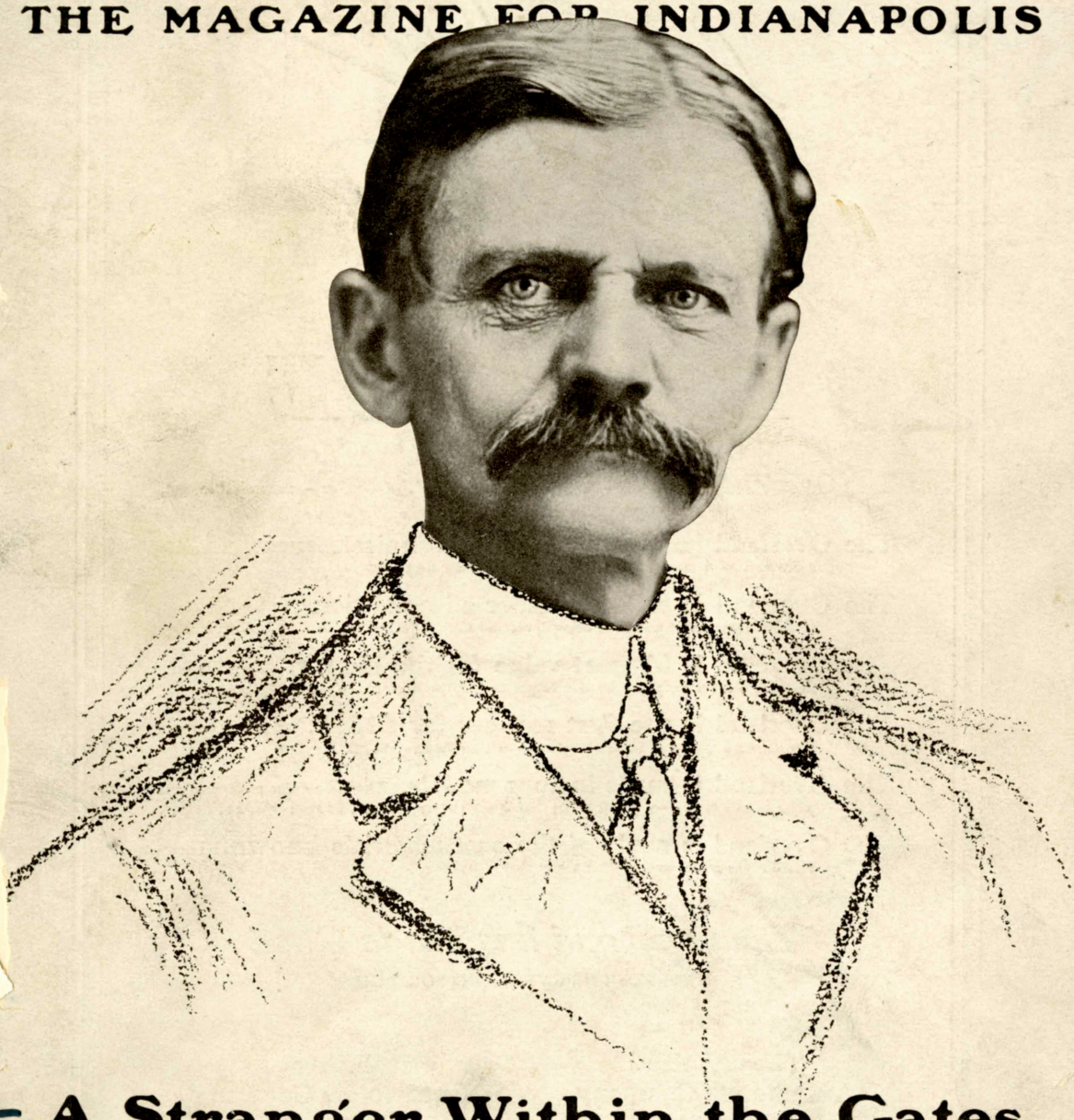
VOLUME 1 JANUARY 1910

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS



A Stranger Within the Gates

By Governor Marshall

F
306
.7745
Cop. 2

Published by THE COMMERCIAL CLUB *of* Indianapolis

Why the Overland ?

BECAUSE

The Overland is primarily a light car. Therefore—economical in cost, maintenance, convenience and simplicity.

The Overland has power, speed and noiselessness. Therefore it answers all demands for both city streets and country roads.

The Overland is reliable under all conditions. Therefore—the United States Government is using Overland Cars for collecting mail in Indianapolis.

The Overland is biggest value for the money. Therefore only those who order early will be able to get their favorite car.

The Overland is the first real car for $1000. Therefore expense has not been spared in building it to make a permanent record.

The Overland is made in four models. Therefore every preference and purse is satisfied. No. 38, $1000; No. 40, $1250; No. 41, $1400; No. 42, $1500.

The Overland is made of the best materials known. Therefore durable and wearable with a low cost of upkeep.

The Overland has Made Good

Therefore THE OVERLAND FOR YOU

The Overland Automobile Company
MANUFACTURERS

Fisher Automobile Company
STATE AGENTS

How Does Your Business Stand at This Hour?

Would your bookkeeper be able to tell you inside of ten minutes? Could you tell without the bookkeeper's assistance? Did the bookkeeper hand you an itemized statement on January 1st?

If not, then let us tell you of our Combination Cash and Journal Sheet and the simple system which not only reflects the business every hour, but in addition cuts down the details and saves much time in posting. Write or telephone for full information—no charge.

Attend to This Now, for It Means Better Bookkeeping at Less Cost

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Equipment of Every Character* Tels—Main 6776; New 1862

Are You Connected with 20000

OR ONLY

11000

THE FIRST & LARGEST IS THE NUMBER OF
BELL TELEPHONES
IN INDIANAPOLIS

9000 MORE than any other system! And we are growing 500 a month. Do you need more Telephones—Extensions—Terminals? You will find them time savers and money makers.

?

CENTRAL UNION TELEPHONE CO

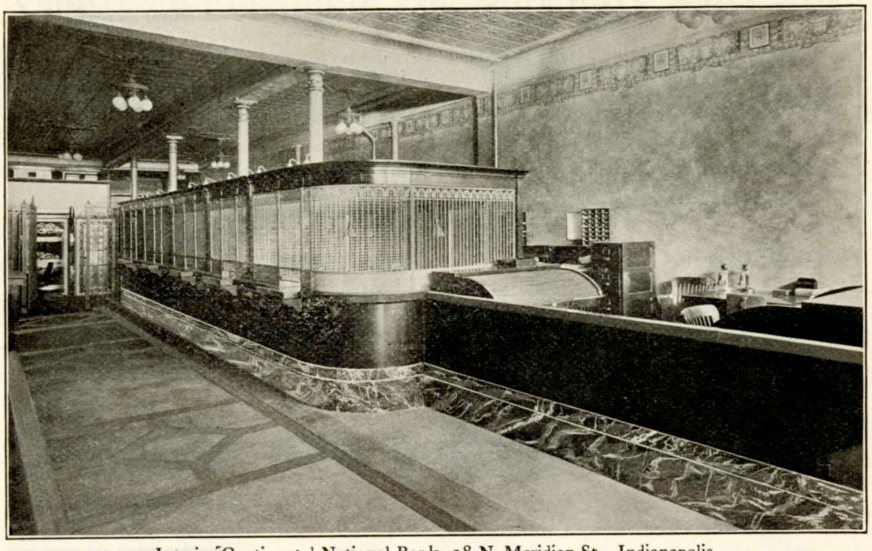
MAIN 4800

STAR "WANT ADS"

ALWAYS BRING RESULTS

USE THE PHONE

Old=Number 4000=New



Interior Continental National Bank, 18 N. Meridian St., Indianapolis

The Continental National Bank

With Ample Capital
An Able Directorate
Experienced Officers
Modern Facilities
Unfailing Courtesy
and
Centrally Located

Asks for all or a share of your banking business, and in return therefor offers you all the courtesy, prompt attention and accommodation that are implied in the term BANKING SERVICE.

If your present banking connection is not everything you think it should be, we will be glad to have you come in and let us tell you *how* and *why* we are in position to serve you acceptably.

The Continental National Bank

GEO. F. QUICK, President BRANDT C. DOWNEY, Cashier

FORWARD!

The Magazine for Indianapolis

Vol. I JANUARY, 1910 No. 2

Table of Contents

AN IMPORTANT LEGACY .. .. The Editor 36

A STRANGER WITHIN THE GATES ..... Thomas R. Marshall 37
Governor of Indiana

WAITING FOR THE MERCHANTS 39

CAMPAIGNING FOR PARKS ..... Dr. Henry Jameson 40
President of the Board of Park Commissioners

SPREADING A CITY'S FAME 43

SPENDING SEVEN MILLIONS A YEAR ..... Thomas A. Winterrowd 44
City Building Inspector

SUPERVISION OF CHARITIES JUSTIFIED 47

TEN MINUTES WITH THE NEW COUNCIL 48

A NEW YEAR GREETING 51

THE SYMPHONY AS AN ASSET ..... Henry Warrum 52
President of the Indianapolis Orchestral Association

THE STORY BEHIND THE STATUE 54

CRY FOR LIGHT ANSWERED 56

DEPARTMENTS:

Coming Events 57

The Membership Campaign 58

Business Briefs 59

They Like It 59

In the Club Rooms 60

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! Indianapolis, Ind.
This magazine is printed by the Hollenbeck Press

To Advertise Indiana

And ITS INDUSTRIES THROUGH THE SOUTHWEST and OLD MEXICO IS THE OBJECT OF THE

"Indiana-Mexico Special"

That will leave Indianapolis February 15th

BE A BOOSTER and have a representative on this train. It will be the best and cheapest advertising contract you ever made. A pleasure and business trip combined. For full information and particulars,

Call on or address H. R. DALY, General Agent Big Four Route, or
C. D. BOYD, Traveling Passenger Agent Missouri-Pacific and Iron Mountain Route, Indianapolis

An Important Legacy

NO more important legacy was left by the Bookwalter administration than the $20,000 appropriated by the city council for the establishment of a public comfort station in Indianapolis.

This sum of money remains at the disposal of the administration of Mayor Shank. Being appropriated for a specific purpose, it does not revert to the treasury. It can be lost only by being transferred to some other fund at the solicitation of the Board of Public Works. Mayor Shank arises in this emergency and says the appropriation shall be expended for a public comfort station and for nothing else if his wishes are followed. Speaking for publication, Mayor Shank said:

"I am strongly in favor of this public comfort station, for I believe it to be a needed improvement. I will use every means in my power to push it to completion and give the City of Indianapolis this convenience."

"Would you permit the money to be transferred to some other fund and used for some other project?" he was asked.

"I would oppose using the money for any purpose other than that for which it was appropriated," he answered.

That's plain English and there is no hidden meaning in his words. He strongly favors the proposed public comfort station, will use every means in his power to complete it, and will oppose any effort to transfer to any other fund the $20,000 appropriated for the public comfort station.

It's all quite clear. Indianapolis will have that public comfort station if Mayor Shank can have his way. Undoubtedly, he can.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

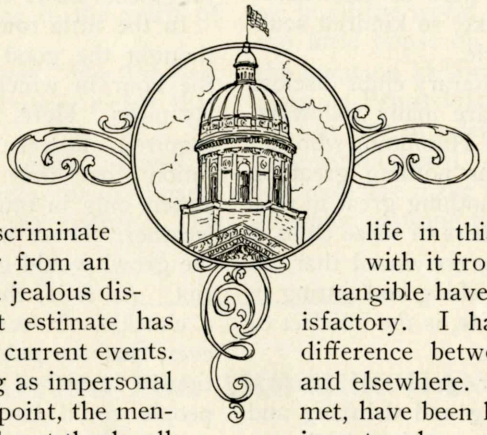
VOLUME 1 JANUARY 1910 NUMBER 2

A STRANGER WITHIN THE GATES

BY

THOMAS R. MARSHALL

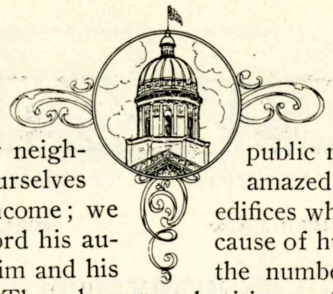
Governor of Indiana



UNSTINTED praise is the stock in trade of the sycophant. Indiscriminate criticism comes either from an ill-informed mind or a jealous disposition. No correct estimate has ever yet been made of current events. There is no such thing as impersonal judgment. The view-point, the mental make-up and the heart-throb, all have to do with expressed opinion. He is a wise man who is not unduly elated by praise nor unduly cast down by criticism. Truth usually is the Mason and Dixon's line of life. Invisible, intangible, it yet runs its golden way between opposite and contending ideas. In expressing my views of Indianapolis, it will be well, therefore, to realize that they are, after all, only my views, made from my view-point in accordance with the mental make-up which I have.

Coming from the comparative quiet of a country county-seat, to the noise and turmoil and glamour of a bustling city, it is not at all wonderful that I should be delighted with some things, dissatisfied with others, and amazed at not a few. This condition of mind, however, has largely to do with the seen and tangible conditions of life in this city. My relations with it from the unseen and intangible have been supremely satisfactory. I have found but little difference between the people here and elsewhere. Those whom I have met, have been kind, courteous, anxious to please, and generous to a fault. It has seemed to me that regardless of race, or creed, or political belief, a special effort has been made to convince me that I am genuinely welcome to the city of Indianapolis. Such treatment has lessened my labors, lightened my burdens, sweetened my life. It has enlarged my charitable view of humankind, and I would indeed be a churl should I, in the spirit of fault-finding, attempt to point out the weaknesses of the city.

All America is as yet embryonic. This city differs in no great particular. It has not yet reached its manhood stage. It is filled with the enthusiasms of youth—a youth with right purposes, but yet so virile that it tries to imitate some of the evils of old age. It has not grown be-



yond the point where we, its residents, cease to take an interest in our next door neighbor's affairs; we concern ourselves about the amount of his income; we wonder whether he can afford his automobile; we gossip about him and his affairs over our teacups. Though our poets have not pickled in verse the "Woman of the Serpent's Tongue," and though we can not pick her out, still there is an uneasy feeling that she may now be in the making.

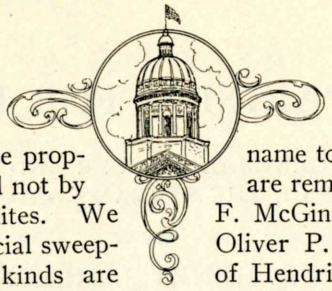
I am not wise enough to know whether the social classification is the mark of the small town or the full-grown city. I know that it exists here as elsewhere; that as like begets like, so kindred souls gravitate into a coterie.

The innumerable literary clubs disclose the fact that there are many followers, here, of Sir William Hamilton, who declared that there was nothing great on earth but man, and nothing great in man but mind. The members of these clubs, I think, are thoroughly convinced that the only jewel worth polishing and setting in the coronet of civic life, is the intellect of the individual citizen.

We have another grade of citizens who believe in eating and drinking and being merry, but who are not at all convinced that to-morrow they shall die. Pleasure is the test of life. It is, perhaps, the right of every man to get the most out of life that he can. If he finds it in pleasure and personal adornment, however foolish some of us may think that course, it is hardly for us to say him nay. From some of the things which have been told me, however, I might quote, as a phase of life in this city, what was said by an early Victorian novelist with reference to the women of his age and clime: "There are two classes of women passing: Nature makes the first herself, for the beauty of her own creation; her journeymen cut out the second for tailors and mantua-makers to finish. The first, when appareled may be called dressed people —the second, peopled dresses." The stranger gradually becoming conversant with the public mind of the city is not only amazed at the beauty of the public edifices which have been erected in the cause of humanity, but is astounded at the number and utility of its public charities and benefactions. These disclose that it is "No Mean City." More than this, they show that it is a magnificent city, and so long as they endure, there will be no occasion to worry about the little evil which is in the blood of the city politic. A people which does good can not be far wrong. Charitable gifts lead to charitable thoughts and generous judgments make the whole world kin.

In the little town whence I came, we thought the good old summertime was the hour in which to dig trenches and lay pipes. Here, it seems to have been required of every public service corporation that they should dig up the streets only in muddy, rainy and wintry weather. If we were not a good people, the growl would grow into a roar and a riot. As it is, this growl subsides into a chuckle. It can not be denied however, that the public utilities are expeditiously furnished to the people. If the people could have realized how rapid was to be the growth of the city, they would no doubt have more carefully safeguarded their interests and have obtained better terms for themselves. It must not, however, be forgotten that growth would not have been possible without these public utilities. In passing I might observe that the hour has come, perhaps, when transportation companies should all enter the city from east to west and in the interests of human life, on elevated tracks.

This is a transition period in the city's life. A splendid edifice backs itself up against a spot of squalor. We are as yet like the young man looking out upon the future unabashed. We look with complacency toward the time when we shall have the City Beautiful, with parks and boulevards galore. Before they



come, mayhap, it will be the law that they shall be paid for by the people whose property is benefited by them and not by a collection of widow's mites. We have entered in the commercial sweepstakes. Industries of all kinds are here engaged in blackening the city with the smoke from their stacks. The dollar-mark is on everything. It is hard to erase it. And yet my own condition in life convinces me that this is not the true mark of the city's greatness. And as I meet here large and liberal minded men and see fair and lovely women, I am convinced that the city's glorious past and her splendid present are not in the future to be lost sight of in the spirit of commercialism.

I do not think it will, "like the base Indian, throw a pearl away richer than are his tribe."

To a city and to a people, as well as to the individual, comes the command, "honor thy father and thy mother." This city may never grow and enlarge, nor add another name to its directory, yet so long as are remembered the valor of George F. McGinnis in war, the sacrifices of Oliver P. Morton, the statesmanship of Hendricks, McDonald and Turpie, the glorious history of Benjamin Harrison, and the enlightened public service of Albert G. Porter, it will continue to be a mecca for the liberty-loving Hoosier. So long as eloquence moves the hearts of men, this city, though it become a hamlet, will still be great if Beveridge survives, and so long as the pure, the good, and the beautiful in literature sweep the sweetest chords of the human heart, the finest music in all the world may here be heard at the little house on Lockerbie Street, at the home on Delaware and at the resting place on Pennsylvania.

Dear city, of a dear old state. God keep thee within guard. And may age succeeding unto age make thee worthy of thy illustrious past and thy glorious present.

WAITING FOR THE MERCHANTS

The movement for the establishment of a Bureau of Municipal Research in Indianapolis is now at a standstill awaiting the co-operation of the Merchants' Association. The Commercial Club, the Board of Trade and the Manufacturers' Association have indorsed the report of the committee which made the preliminary investigation of the project. This report, in brief, touches three points:

1. The proposed Bureau of Municipal Research is indorsed, and it is urged that the Bureau be established as soon as possible.

2. The expense of the bureau for the first year is estimated at $5,000, which should be raised by subscription among those who are interested in the application of private business methods to public business.

3. A commission, composed of two members from the Commercial Club, the Board of Trade, the Manufacturers' Association and the Merchants' Association is recommended, this commission to proceed with the establishment of the bureau.

The support of the Merchants' Association is desired before further steps are taken, and with this in view Merle N. A. Walker, who has given the subject much attention, will appear before the Merchants' Association at the next meeting, January 20, to give a full explanation of the purpose and advantages of the bureau.

CAMPAIGNING FOR PARKS

WHAT MAJOR GENERAL KESSLER AND HIS STAFF ARE DOING TO RESCUE THE STREAMS AND WASTE PLACES

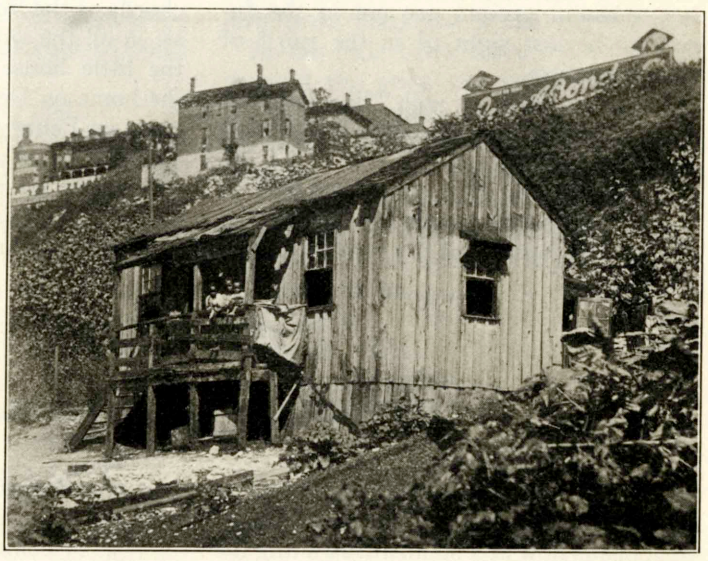
BY

DR. HENRY JAMESON

President of the Board of Park Commissioners

SOME day it will be written again: "He came, he saw, he conquered." Just now it reads: "He came, he saw and he is conquering." "He" is George E. Kessler who dashes in from Kansas City, Mo., or some other city, inspects, consults, directs and dashes out again. He is the major-general in an extraordinary campaign — a campaign in which no quarter is being given the tin cans and ash-heaps of Indianapolis.

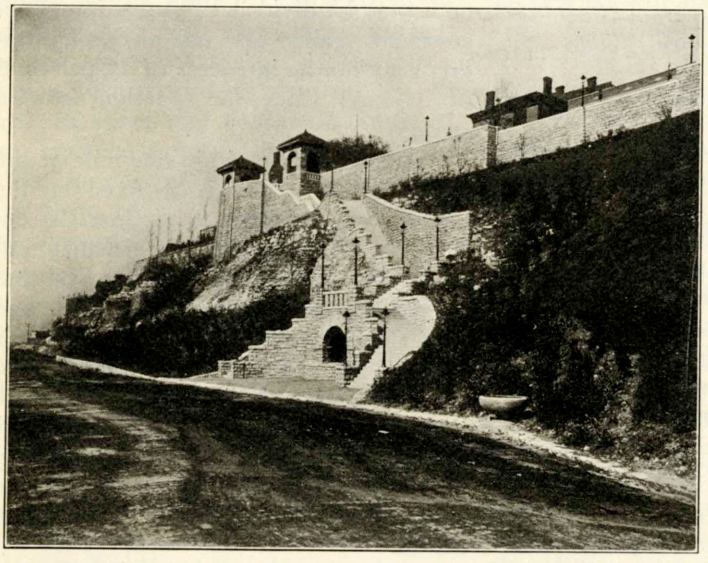
Tin cans and ash-heaps are, of course, not the only consideration in the campaign, for Mr. Kessler is building boulevards and parkways. But, ahead of the boulevard and the parkway come the tin can and the ash-heap, and they've got to go. Mr. Kessler, as landscape architect for the board of park commissioners is bent upon rescuing the banks of all the streams of Indianapolis from the enemy. And the enemy is the tin can and the ash-heap. In his campaign he is being assisted by the commissioners, who are endeavoring to carry out his ideas with the aid of their executive officer, L. E. Snyder. Mr. Kessler tells them what to do and they do it. And, if the Indianapolis taxpayer is gentle and patient meanwhile, he expects to show results as wonderful as those achieved under his direction in Kansas City where—well, take for example that Kansas City hill-side where once stood a negro cabin with its tin cans and other forms of the then prevailing municipal art. Not long ago Mr. Kessler exhibited to a company of men at the Commercial Club two stereopticon views of that hill-side. One showed the negro cabin and its unlovely setting. The other, taken a few years later and after certain directions given by him had been carried out, was quite different. It needed his word that the two spots were the same, to convince the beholder. But having that assurance, the audience burst, involuntarily, into applause. Why? They were just normal, practical men and they saw what battered down the ever-recurring "what's the use?" They saw *results*. That's what normal, practical men desire



THAT KANSAS CITY HILL-SIDE—"BEFORE"

—results. If they are convinced that they will get them they will be patient, and patience is necessary in the redemption of a city's waste places. Work of this character is not the work of a week; it needs months and the months may grow into years, but in the end patience is justified as it was in Kansas City.

The work contemplated by the board of park commissioners in the development of a complete parkways and boulevard system for Indianapolis involves the acquisition and improvement of both banks of all the streams within the city. The work will be more in the direction of maintaining and preserving natural conditions of stream banks and channels, than in the building of any artificial structures or the creation of formal conditions. In 1908, under an appropriation from the council, before the new park law had been enacted, the department obtained possession of a strip of ground along the north and west bank of Fall Creek, extending east from Northwestern avenue to Twenty-third street, containing more than twenty acres. Along this strip of ground an embankment for a boulevard was constructed. This was the beginning of a development along Fall Creek exactly in line with the general plan suggested above.



THE SAME HILL-SIDE—"AFTER"

The first work undertaken under the new law was the continuation of this work north from Twenty-third street to Illinois street, along the north and west bank of Fall Creek, and east from Central avenue to Thirtieth street, along the north and west bank of Fall Creek.

At the present time the board is preparing an assessment roll for the acquisition of ground along both banks of Pogue's Run from Jefferson avenue, or the present east end of Spades Place, to Tacoma avenue, and in connection with this purchase, for the construction of a boulevard embankment from Jefferson avenue to Nowland avenue along the south bank of Pogue's Run; and also for the purchase of a tract of about thirty-one acres north of Irvington, known as the Ellenberger Woods, on Pleasant Run. The work contemplated for the next year or two, at least a part of which will be begun in 1910, includes the following, although other improvements are, of course, in contemplation:

NORTH DISTRICT

Further extension of the parkway north of Thirtieth street on the west bank of Fall Creek.

Construction of parkway and boulevard on south bank of creek from Central to College.

Extension of the parkway west of Northwestern avenue so as to afford a wide approach to Riverside Park—per-

haps along the line of Twenty-fourth street.

The construction of the proposed Thirty-eighth street boulevard, extending (for the present) from the canal to Fall Creek.

EAST DISTRICT

The continuation of the parkway now started east from Tacoma avenue to Brookside Park. This will mean practically the continuation of Brookside Park southwest along Pogue's Run to Spades Place, with a park drive (boulevard) along either bank of the run.

The acquisition of ground for a parkway along Pleasant Run from Washington street to the Ellenberger Woods.

WEST DISTRICT

The purchase of ground and the construction of a boulevard embankment, which will also serve as a levee, along the east bank of White River from Tenth street south at least as far as New York street, and perhaps to Washington street; along with this to go the improvement of the south bank of Fall Creek along the line of Tenth street from Indiana avenue west to the White River bridge.

SOUTH DISTRICT

Purchase of ground and the construction of a boulevard along the east bank of Pleasant Run from Shelby street to Raymond street (Garfield Park), and along the west bank of Pleasant Run from Shelby street to the end of the present boulevard at Beecher street.

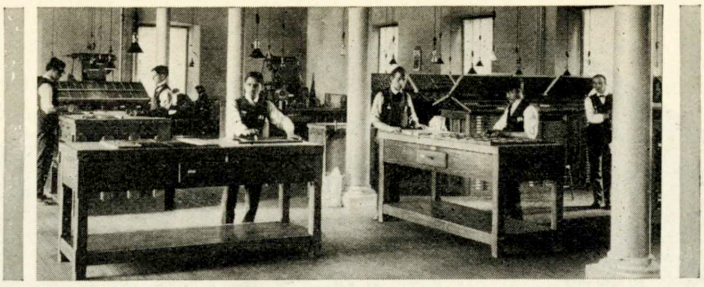
The purchase of the Dean property at Madison avenue and Prospect street to be known as Noble Place.

The new park law under which the work is going forward went into effect March 5, 1909. It gave the common council the power to lay out, in conformity with the suggestion of the park board, park districts within the city. It then gave the board of park commissioners the power to levy benefit assessments for new park work in any district against all of the property within the district. These districts have been fixed: there are four, dividing the city, practically, at Massachusetts, Indiana, Kentucky and Virginia avenues.

The board may not assess benefits in ten years in excess of $1,250,000 in the entire city, nor more than $200,000 in any one year. The entire assessment in one year may be placed against one district, or it may be divided. The maximum assessment against any one piece of property may not be in excess of 15 per cent. of its land value for taxation for ten years.

Any work done within one mile of the center of the city (to be fixed by the board) may be charged against the entire city. In the making of permanent improvements on boulevard driveways, that is, the building of sidewalks, curb and gutter and roadway, one-half the cost is assessed against abutting property, and the other half against the district in which the parkway may be situated. If private property abuts on both sides of a boulevard, then the private property pays the entire cost of the permanent improvements.

The Barrett law may be taken on payments under the new park law just the same as for improvements made by the board of works, subject to the same conditions. In the administration of the law, the board has graded its assessments, making them heavier close to the improvement and running special benefits out for a distance of one-half to three-quarters of a mile, when a flat rate has been assessed that applies to all the property in the rates of the district.



THE SCHOOL OF PRINTING

SPREADING THE CITY'S FAME

SHALL Indianapolis have an educational institution which will carry the city's name and fame to the four corners of the earth? The citizens of Indianapolis are giving their answer, and the answer is as soft as the rustle of ten-dollar notes—as musical as the tinkle of silver and gold. For, it is of these that the answer is made.

The canvass of the city, by which a fund is to be raised for the institution once known as Winona Technical Institute, is in full swing. Those who have not availed themselves of the opportunity to lend necessary financial assistance may do so now by addressing Charles A. Bookwalter, who is chairman of the canvassing committee. The name of the institution has already been changed to The National Trades Schools and Technical Institute of Indianapolis.

In 1903, when the United States Government abandoned the old arsenal property and placed it on the market, there was promise that this beautiful stretch of seventy-six forest-grown acres would be cut up into building lots. The Commercial Club was a factor in preserving the property to the city. Then came the idea of utilizing the buildings, which had cost the government $750,000. They were adapted only to school purposes, and better to trade schools than any other.

The Commercial Club has not gone into the present movement to raise this fund of $200,000 to save the institute to the city, and, at the same time, broaden its field, under the enthusiasm of the moment and without forethought.

The men who represented the club in the original purchase, Walton L. Dynes, Franklin Vonnegut, Sol S. Kiser, Winfield Miller and John E. Hollett, acting again as a committee for the club, began last summer to look into the business conditions surrounding the school.

They found it suffering under general financial conditions, which placed a heavier hand on educational institutions than on any other organizations. Financial support had been cut down on all sides in a time of stress.

Now comes the proposition to turn the whole institute, good will, property of every kind, as well as its management, over to the citizens of Indianapolis if they will raise a fund of $200,000 to sustain it until business affairs over the land get back to normal basis. The people of the city have already invested $130,000 in the property, which with the $200,000 would make a total of $330,000. The real estate alone, at a forced sale, would more than return this money, while the entire property is easily worth $1,000,000.

Putting aside all questions of public duty and civic pride, the Commercial Club believes that the buying in of the property is a good financial investment. When the new conditions are all adjusted, the citizens will hold unincumbered title to the whole property, and the way is open to develop the institute along the lines originally intended.

INDIANAPOLIS' NEW CITY HALL

SPENDING SEVEN MILLIONS A YEAR

INDIANAPOLIS SETS A NEW MARK IN BUILDING OPERATIONS AND EXCEEDS PREVIOUS YEAR BY MILLION

BY

THOMAS A. WINTERROWD

City Building Inspector

TWO YEARS OF BUILDING

	1908	1909
January	$134,697	$178,520
February	192,046	312,710
March	927,389	693,275
April	922,093	535,182
May	370,957	1,029,365
June	494,731	709,537
July	532,987	628,727
August	751,319	1,125,884
September	512,336	712,775
October	498,876	415,040
November	270,557	345,185
December	287,940	470,360
Total	$5,895,928	$7,156,560
Increase		1,260,632

INDIANAPOLIS spent more than $7,000,000 for new buildings last year. The increase in expenditure over 1908, which is more than $1,000,000 would provide two new Odd Fellow buildings such as that which now stands at Pennsylvania and Washington streets and it would pay for two duplicates of the new $600,000 city hall.

Another fact of peculiar importance is the increase in the aggregate cost of fireproof buildings erected during 1909. This increase will amount, practically, to 100 per cent. and the year's activities indicate that this change in the character of structures, although coming rapidly, is to be permanent.

A resume of the structural activities of the last year shows some interesting facts regarding the local situation, but the figures on fireproof structures and concrete or concrete block buildings indicate more than anything else the trend being taken by the building business of Indianapolis. For example, in 1908 there was a difference of only about $200,000 in favor of

fireproof structures as compared to non-fireproof, while last year there was an increase, approximately of $1,300,000.

The responsibility for this change in conditions is attributable in part to more strict inspection. On the other hand, there seems to be an increasing regard in the minds of builders of the value of absolutely fireproof structures, and they are expanding in that direction as a matter of self-protection. Builders are learning that it is a saving proposition to erect buildings of concrete or other fireproof material rather than to save on structural expenses and see the saving go up in smoke.

Activities are showing another interesting feature in their geographical course. With few exceptions the new buildings of consequence have been erected north of Washington street and below North street. This small square of territory has had a remarkable boom and from indications will continue to boom. The march of business buildings northward from the congested downtown district is steady and healthy, and by students of the local situation is regarded as an indication of permanent growth in this section. The district northward from Washington street seems the only outlet for the congestion, and the new buildings that are dotting almost every block are taken as forerunners of many more. There are predictions that the time is not far away when University Square will be surrounded by business buildings and will be downtown.

WONDERFUL INCREASES SHOWN

The figures show some wonderful increases in the amount of building during the year and the aggregate does not depend entirely on the buildings of unusual size included in the list. Two months of the year—May and August—show permits issued for buildings aggregating more than $1,000,000. The nearest approach to this figure in 1908 was in March, when the permits aggregated something over $927,000. There were a few decreases during the year in the monthly aggregates, but with the record of $470,360 for the permits issued during December, the increase over 1908 was $1,260,632.

Specific figures show that of the total cost of building during 1909 the amount of money spent for fireproof structures was in excess of $2,500,000. In 1908 the fireproof structures erected aggregated $1,103,125. Figures for concrete structures will show an increase of about $22,000 during 1909. In contrast are the figures for non-fireproof buildings. In 1908 they aggregated $907,639, while last year they were about $600,000.

NOTABLE BUILDINGS ERECTED

A number of notable buildings were under construction last year. The city hall leads at a cost of $600,000. Among the other buildings are the new Murat Temple, $250,000; the Sommers building, $200,000; the Indianapolis News building, $195,000; Colonial Hotel and Theater, $165,000; Arthur Jordan building, $119,000; the Pennway building, $85,000; Æolian Hall, $35,000, and the Wulschner-Stewart building, $45,000.

Among the permits issued during December was one for a hotel to be erected by Rubush & Hunter at a cost of $175,000 and a warehouse to be erected by Henry Rauh at a cost of $22,500. That many larger buildings are in the list for last year is shown by the fact that during 1908 there were 4,013 permits issued and during 1909 there were only 3,931.

There are numerous changes of a more or less consequential nature that should be made in the building regulations during the coming administration. There is at present no ordinance whatever covering the construction of reinforced concrete buildings. Those which have been erected were made to conform with the accepted standard, but on account of an unsuccessful attempt to have an ordinance passed by the City Council regulating this kind of construction there has been no legal regulation. Because of the

many buildings of this kind being erected in Indianapolis, there is need of immediate action in this regard.

Faults in the state housing law—commonly known as the "tenement house law"—have been evident from the beginning and the strict regulations have resulted in a decrease in the number of apartment houses erected during the last year. Architects say that building under the provisions of this law is practically impossible and discourage plans for apartment houses.

Many changes should be made in the building ordinance. For instance, there is no specific discrimination in the ordinance between a cellar and a basement, and the confusion arising from ignorance on this part causes expense and delay. There is no provision, also, for interior walls of non-combustible material in downtown brick buildings. It is useless to take other precautions against fire in these structures and still permit the construction of stud walls throughout the interior.

Another case is that of underpinning regulations. For instance, if one building has no basement and has foundation walls only four feet deep and a building is erected adjoining with a ten-foot basement the owner of the first building is required to underpin his walls to the depth of ten feet. If, however, the adjoining basement is to be twelve feet deep the cost of all the underpinning falls on the man who is erecting the second building. There is also an injustice in requiring builders of brick residences to make the walls twelve inches thick when no greater thickness is required in much larger business blocks or factories. If a twelve-inch wall is not needed for a brick residence it is unjust to make the builder go to so much additional expense.

There are one or two changes advisable in the regulations covering theaters. The law now prescribes the use of an asbestos curtain, going so far as to say that it must be run up and down between each "performance"—a practical impossibility in a vaudeville theater. It is for this reason that the building inspector's office made the regulation that the curtain must be raised and lowered before the beginning of performances—a sufficient test that the curtain is in running order. When these curtains are down, however, there is, in most cases, a gap between the edges and the proscenium arch which makes the curtains practically valueless from the standpoint of protection. Asbestos curtains should be carried in a close-fitting groove.

The sign ordinance has caused much trouble. The ordinance should be changed to limit the extension beyond the property line to three feet. This is wide enough. That provision of the ordinance restricting the height of signs on buildings to within ten feet should also be changed. Such signs can be constructed higher and with safety.

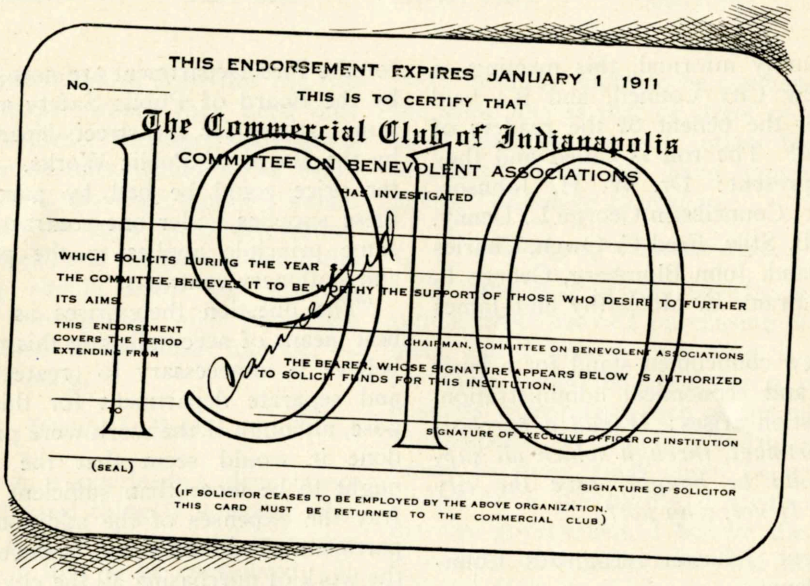
At the present time the building inspector's office is more than self-sustaining. During the last year the fees collected in this office have paid the expenses of the office and a large portion of the salaries of the smoke inspector and elevator inspector for whom no provision had been made in the appropriations. The office will turn a considerable sum back into the city treasury when the 1909 settlements are made.

SUPERVISION OF CHARITIES JUSTIFIED

THE value and necessity of supervision of charitable and benevolent organizations has been clearly demonstrated to the Commercial Club committee which is now engaged in establishing such supervision in Indianapolis. In response to a series of pertinent questions, as to why they exist, who gets the money contributed by the public and what is done with it, some answers are being returned which surprise even the members of the committee, who expected to find a certain amount of imposition.

"In our investigation, so far," said T. C. Day, chairman of the committee, "we have found abundant ground for further work. Although we have just begun we are finding many avenues that invite exploration and it is clear that the work which has been undertaken here is thoroughly justified. It was supposed that some charitable and benevolent enterprises were not so worthy as they had professed; this supposition has been borne out by the investigation, and, consequently, we can proceed with the assurance of beneficial results."

To such organizations as are shown to be worthy, credentials will be issued in the form of a card, which shall be renewed from year to year. These cards have been prepared and are now being issued to some of the old and established charities which needed little investigation. The card protects the public by showing that the organization receiving it is one worthy of a contribution; it also protects worthy organizations by stopping the drain of such enterprises as can not secure endorsement. The investigation will continue until judgment has been passed upon all Indianapolis organizations. The committee will be continued and will make investigations as new enterprises develop. Those which have already been endorsed will make certain reports and show at stated intervals that their efficiency is maintained and just what is done with the money contributed by the public.


THIS ENDORSEMENT EXPIRES JANUARY 1 1911

No._____

THIS IS TO CERTIFY THAT

The Commercial Club of Indianapolis

COMMITTEE ON BENEVOLENT ASSOCIATIONS

HAS INVESTIGATED

WHICH SOLICITS DURING THE YEAR \$

THE COMMITTEE BELIEVES IT TO BE WORTHY THE SUPPORT OF THOSE WHO DESIRE TO FURTHER ITS AIMS.

THIS ENDORSEMENT COVERS THE PERIOD EXTENDING FROM

CHAIRMAN, COMMITTEE ON BENEVOLENT ASSOCIATIONS

THE BEARER, WHOSE SIGNATURE APPEARS BELOW IS AUTHORIZED TO SOLICIT FUNDS FOR THIS INSTITUTION.

TO

SIGNATURE OF EXECUTIVE OFFICER OF INSTITUTION

(SEAL)

SIGNATURE OF SOLICITOR

(IF SOLICITOR CEASES TO BE EMPLOYED BY THE ABOVE ORGANIZATION, THIS CARD MUST BE RETURNED TO THE COMMERCIAL CLUB)

COMMERCIAL CLUB'S CARD OF ENDORSEMENT

Ten Minutes with th

Charles B. Stilz | Charles F. Copeland | Frank E. McCarthy | George B. Rubens | Dr. W. H. Johnson

IT'S purely informal, this meeting of the new City Council, and it's held solely for the benefit of the readers of FORWARD! The roll is called and they are all present: Dr. W. H. Johnson, president; Councilmen George L. Denny, Charles B. Stilz, Fred C. Owen, Charles F. Copeland, John Blumberg, George B. Rubens, Frank E. McCarthy and James E. Troy.

The new councilmen stand for a businesslike and economical administration. The question arises: *Would a purchasing department, through which all supplies would be bought, save the city money? If not, why not?*

President Johnson recognizes Councilman Denny.

Present System Unbusinesslike.

"The present plan of purchasing city supplies is certainly unbusinesslike. It appears there is much loss through purchases in small quantities, the purchase of unnecessary articles and through waste of supplies. Supplies of the same kind when needed by several departments had better be bought in large quantities by a single contract. If necessary, a municipal storehouse should be established for the safe keeping of such supplies until needed. These purchases could be made upon bids based upon specifications made up from requisitions sent in by the several departments, say annually. For instance, hay and feed for the Fire Department are now bought by the Board of Public Safety and the same articles for the street departments by the Board of Public Works. A better price could be had by purchasing these supplies under one contract. The same principle applies to the printing and stationery contracts.

"The question then arises as to the best means of accomplishing this end. I believe it unnecessary to create a new and separate department for this purpose, although if the work were properly done it would seem that the saving ought to be more than sufficient to defray the expenses of the additional department. I should think, however, that the work of purchasing all the city's supplies might well be put in the hands of a competent, honest official attached to the Controller's office. As a check upon his doings, each proposed purchase should be approved in advance by the Controller or the Finance Committee of the Council, or both.

"Such officer should not only acquaint himself with the markets so as to be able to buy to the best advantage, but he should, in addition, be empowered to investigate the needs of the several departments and to cut down requisitions for supplies, both as to kind and amount, to the point of actual need, and thus eliminate waste and extravagance.

"I certainly do not approve a policy of niggardliness in the conduct of the city's business, but city employes ought

th the New Council

W. H. Johnson | John Blumberg | Fred C. Owen | George L. Denny | James E. Troy

not to be permitted to draw nor use two reams of paper where they need only one, nor to order embossed letterheads where printed ones would serve every purpose. And, above all, supplies should be purchased in large quantities, rather than piecemeal, and the person doing the purchasing should know the markets and buy intelligently and regardless of friendships or personal interest."—*George L. Denny.*

Would It Pay?

"I believe a purchasing department would be a good thing if it would save enough to pay for the cost of operating it. There is that to be considered. It would mean salaries for a purchasing agent and the assistants necessary in his office. It is probable that more efficient service could be rendered and it would center all of the records of the city's purchases in one place. I can see advantages in such a system, but, would it pay in dollars and cents? I am not sure that it would."—*John Blumberg.*

Good Thing—Of Course!

"Of course, a purchasing department would be a good thing. Indianapolis is no different from any other larger purchaser. With the right man as purchasing agent, I have no doubt but that a great economy would be effected in the purchases of the city, besides the saving of time in the various departments. A city's business ought to be conducted on the same line as that of street railways, large manufacturers or other big enterprises. They all have purchasing agents."—*George B. Rubens.*

Worthy of Consideration.

"I know that private business corporations make use of a purchasing department and I believe that what is good for them would be good for a public business corporation such as the city of Indianapolis. While I have had no opportunity to study what might be accomplished by a purchasing department in the city government, I believe the idea is worthy of consideration and investigation. If it should be found that this department might save the city a substantial sum of money, we ought to have the department by all means.

"I do not know exactly what the city is doing now in the line of buying supplies, but it would appear that if they were all bought through one department they could be bought in larger quantities and with such system that a saving would be effected. Of course, there should be proper safeguards around such a department or official, but these could be arranged. This department would, also, make a check or audit an easy matter, whereas it would be somewhat of a task to undertake an audit of these items as they are now scattered through the various departments."—*Charles B. Stilz.*

Is For City's Interests.

"There are several changes which may be made for the better during this administration, but we have not had time to investigate the ground thoroughly or make definite plans. I am in harmony with anything that is for the best interests of the city and economy of the right sort is certainly a good thing. I would not put economy in the path of the city's progress—I would not make economy an obstacle to natural and healthy development—but I would practice it where it was in line with a businesslike administration. A purchasing department, on the face of it, appeals to me as a good business move. Such a plan surely has its advantages. But, as there are always two sides to a story, we must look at the other side. We will find that in the course of our investigations, and, if the good results to be obtained through the creation of such a department more than offset possible disadvantages, I would be for it."—*Dr. W. H. Johnson.*

Sees Field For Graft.

"While some, in fact a large number, may contend that such a move would be a direct economy, inasmuch as the purchasing power would be vested in one man of one department, thereby avoiding all the little losses that are seemingly inevitable when each department purchases it own supplies, and cite in substantiation thereof the cases of large business corporations applying the same principles to their methods of management, yet it must be apparent even to the uninitiated that the vast possibility of graft in a purchasing department is beyond conception.

"It must be and is admitted that in the case of a business corporation, the appointment of a purchasing agent is based almost entirely upon merit, the ability of the appointee to fill the position, his past experience in that line, his honesty, his methods of transacting business, etc., etc.; while in the case of an appointment by a political party, no one will deny the fact that the office of purchasing agent for the city would be a rich, juicy plum, at the disposal of the party in power, to be awarded in payment of a political debt without giving any consideration to the capabilities of the appointee, which the importance of the office would demand.

"We can not get around the fact that there is graft in our present political system, but the object we should strive for—and it would be one of the greatest economies—is not only the elimination of existing crookedness, but the absolute prevention of all possibilities of future dishonesty in public offices."—*Frank E. McCarthy.*

Must Justify Expense.

"I know that large, private business corporations make use of a purchasing department and it is to be presumed that they do so because, in their cases, a purchasing department promotes efficiency and economy. It would seem that what is good for private business would be good for public business. But, would it? Does the city spend enough to make possible a saving that would justify the expense of a purchasing department? I have not had an opportunity to investigate this and could not, therefore, form an opinion.

"It would be necessary to appoint a capable man to such a position, else the very intent of the arrangement would be defeated. A capable man could only be had at a salary commensurate with his ability, and this would mean an expense that must be reckoned with.

"Another feature which suggests itself is the large power which would be reposed in one man and the large opportunity for the abuse of that power. In a private business there is a direct and immediate check on the purchasing agent. Who would be a check for the city's purchasing agent? The City Con-

troller might perform this office, but would that arrangement be practical?

"The question presents many sides. There are many arguments in its favor and many against it. A careful examination of the city's expenditures for supplies might show that it would be good business sense to put this work, with proper safeguards, into the hands of a purchasing department."—*Fred C. Owen.*

Stands For Economy.

"I have had no opportunity to investigate the subject of a purchasing department or the possibility that it would save money for the city. Until I have made an investigation I would be unable to form an opinion. I stand, however, for economy and good business methods in conducting the city's affairs."—*Charles F. Copeland.*

Does Not Approve.

"From personal observation and a careful study in the past of the conditions under which municipal contracts are let, I can not say that I would approve the plan of creating a purchasing department for the city and the appointment of a purchasing agent. My reasons for arriving at this conclusion are, briefly, as follows:

"First—It has been demonstrated, in a number of instances, that a public officer, either elected or appointed, is not always the best possible available material.

"Second—In appointing men to the various positions in the city government, the party which happens to be in power has a tendency to consider the qualification of the man as a political fence-builder rather than his qualifications as a business man.

"Taking the above facts into consideration, we have this result: A man who is a shrewd politician, but who is a very poor business man, occupying a position of the utmost importance. The business man who employs a purchasing agent takes into consideration only the peculiar fitness of the applicant for that particular position, and therefore is in position to secure the best material obtainable without regard to any other qualification."—*James E. Troy.*

A NEW YEAR GREETING

A Happy New Year—and three others just like it—is the wish of every good citizen for Mayor Shank and his administration.

The Commercial Club feels that way about it, anyway, and extends its promise of co-operation in any movement for the best interests of the city. It is the hope of the Club that great progress will be made during the next four years and that the members of Mayor Shank's administration will be actuated only by a desire for the city's good.

Mayor Shank has promised to be just the sort of mayor the people want and every man under him stands on the same platform, the oath of office prescribed by statute. It is this:

"I do solemnly swear that I will support the Constitution of the United States and the Constitution of the State of Indiana, and I will faithfully and impartially discharge the duties as mayor of the City of Indianapolis according to law, so help me God."

He promises to discharge his duties faithfully, impartially and according to law. The words are significant and his promise is clear.

THE SYMPHONY AS AN ASSET

WHAT A PERMANENT ORCHESTRA MEANS TO A CITY, AND ITS VALUE AS AN ADVERTISEMENT

BY

HENRY WARRUM

President of the Indianapolis Orchestral Association

VICTOR ILA CLARK

THE Indianapolis Symphony Orchestra has been organized and has given its first public concert. Its permanency as an institution of the city is yet to be determined. It is now composed of more than fifty professional musicians of this city and its purpose is under competent conductorship to give the people of Indianapolis the great symphonic poems of the masters. In many cities, especially those of Europe, such musical organizations are maintained by the state, or municipality. In some of our American cities they are kept up by the generous gifts of the wealthy. In others, like Birmingham, Syracuse, Denver and Columbus, they are maintained by the people. The Indianapolis orchestra, also, can be the gift of the people.

Previous efforts to maintain such orchestras in Indianapolis have failed, and the failures have been ascribed to various causes. One of these organizations was composed to a large extent of students, and this, in part, accounts for its failure. But with the recent growth of Indianapolis, expecially with its new theaters and their orchestral requirements, has been had a decided increase in our professional musical talent. Realizing that fact, an effort has been made to organize this body of musicians into an orchestra capable of giving the public that music which is never heard in our city except upon the visit of some of the great orchestras of other cities.

The men who have been asked to compose the board of directors of this association have agreed that it shall be managed in the spirit of a municipal venture. While no profits are anticipated from such concerts, any possible profits shall be devoted to a permanent orchestral fund, thereby eliminating from the enterprise any suggestion of financial gain to the promoters. Another object has been to make the concerts as popular as possible, not in the character of music furnished, but in the prices charged. Season tickets are to be sold on such a basis as to cost the subscriber 25 cents for each concert; and while single admission tickets will be sold at a higher price it is intended that students, and perhaps

school children, shall be admitted upon a reduced basis.

The value of such an orchestra to the city is apparent to the thoughtful man. It will be an institution of art just as truly as the Herron Art Institute is; it will work for the higher culture of the community, not merely in its musical phase, but in all those features that go to make a community cultured. Nor that alone, but it will give material advantages to the city. It is well known that the music schools and instructors of Indianapolis, though the equal of those found elsewhere, can not fairly compete with cities like Cincinnati because of the lack of such advantages as a symphony orchestra gives. Such an orchestra will give Indianapolis a musical atmosphere and its performances will be adopted by the music schools as part of their curriculum. It will lead to festivals and choral concerts in our city that will serve to advertise it throughout the country. As it is, Indianapolis is known for the interest it takes in and the talent it has for choral music, yet every man connected with the singing societies knows that their great handicap is lack of an efficient orchestra.

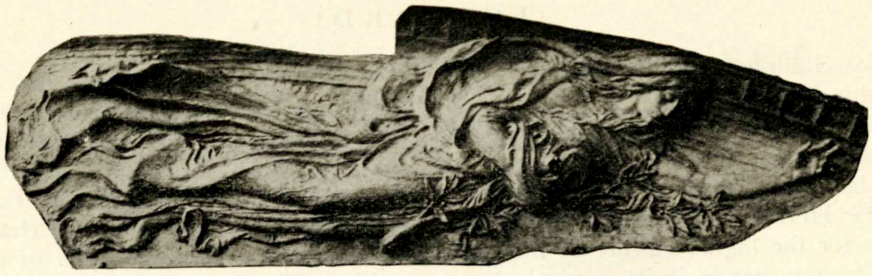
Such an orchestra, too, will advertise Indianapolis, for instead of bringing Paur's orchestra from Pittsburg, or the Chicago orchestra here, we can send our orchestra there and make Indianapolis known as a home of music.

CONCERT DISPELS DOUBT

The benefit of such an institution to the city is so manifest that it seems public support of it upon a reasonable basis would be assured. And yet there has not been a satisfactory response to this effort. A great many thought Indianapolis could not furnish the necessary talent; but Victor Ila Clark, the conductor, has given a concert which completely answers that doubt. As the members of this orchestra are professional musicians and have regular employment during the week it was found necessary to give these concerts on Sunday afternoons for, at least, the present. This has been the occasion for an outcry on the part of some who consider the rendition of symphonic music a degradation of the Sabbath. With them it has been no apparent palliation that the enterprise was municipal in its character and free from any suggestion of money making. The charges made for admission are nominal compared to the charges made by other like orchestras, and go to pay for the weekly rehearsals as much as for the performance. In this controversy those objecting give no heed to the plain proposition that music of this character upon the Sabbath works in its own way for a clean and moral Sabbath. In an attempt to apply the customs of our Pilgrim Fathers to present day life, it would seem that they are opposing a practical means, adapted to the demands of modern life, of making our Sabbath an occasion for spiritual cultivation.

CO-OPERATION IS NEEDED

Another of the problems which must be solved is some method of securing an assured public support. A series of ten or twelve concerts can be given this winter season, if 1,000 season tickets are sold. It would appear that this many tickets could be easily placed in Indianapolis and surrounding towns, and yet the people themselves hesitate to buy these season tickets until they are guaranteed a series of concerts. On the other hand, such a guarantee can not be forthcoming unless the merchants and business men of Indianapolis, themselves, at a reasonable obligation, guarantee the expenses of such concerts if the attendance fails. We feel that a guaranty fund of $2,500, which ought to be easily subscribed by the business men of Indianapolis, will enable us to give a series of twelve concerts. The sale of tickets ought to pay all the expenses and leave nothing to be borne by the guarantors, but the risk is too great for one or two men to assume. After one season, this orchestra, I believe, would root itself in the affections of the people of Indianapolis and become permanent.



SAINT-GAUDENS' "THE FLYING VICTORY"

THE STORY BEHIND THE STATUE

A WONDERFUL story is told in the Saint-Gaudens statuary now being displayed at the John Herron Art Institute. Behind the realism and idealism found in the sculptor's efforts there shines a greater light—the determination which marked Saint-Gaudens with the stamp that many conspicuous Americans wear, the determination to get on in the world. Augustus Saint-Gaudens, if ever a youth did, started in life with a handicap. His father was a wandering French shoemaker, a ne'er-do-well in his native land, who in his travels, or tramps, went to London, on to Dublin, and in Ireland married a native girl of the peasant class. She was a binder of slippers in a shop where the Frenchman made boots, and there they met and wooed. They went with the poverty of early emigrants to New York, traveling in the steerage, and Augustus Saint-Gaudens was carried in his mother's arms. He was the third of five sons, and, while the hot-headed father did about anything but provide for his family, this third son buckled down to the business of helping the family in a struggle for a livelihood.

Saint-Gaudens, the sculptor, had the ordinary schooling of a New York boy in 1850. Those were days of lickings at the hands of his teacher and of fights with the gangs of boys on West Broadway. Yet it was these very elements which shaped the energy which lasted him through life. His home and social surroundings were decidedly prosaic, yet in spite of them his artistic inclinations took shape early. He drew pictures of soldiers on his school slate and he scrawled charcoal drawings on bare walls in the neighborhood.

In true story fashion, a good angel, in masculine form, saw merit in the work of the youth. Saint-Gaudens, after his early years at school, was apprenticed to an ill-tempered cameo cutter, one of the first in America, and the boy led a miserable life with him. At the same time he entered the drawing school of Cooper Institute. There he studied evenings until he revolted at the ill-nature of his employer and in 1864 obtained a better position with a kindlier master, and became a student of art in the National Academy of Design.

His New York life came to an end in 1867 when Saint-Gaudens' father made it possible for him to go to Paris. There he earned a living cutting cameos. He enlisted in the French army for the Prussian war, but instead of turning soldier, he went to Rome and for four years lived alone and in poverty while he struggled on to complete his training as a sculptor. His cameo cutting led to his first commission as a sculptor, and he followed it by returning to New York with a definite purpose in mind—he would become the foremost American sculptor. He was well on the road in this direction—in fact, had attained the ambition—when he was fired with another ideal: he would go back to the land of his father's nativity

and match his talents with the sculptors of the Old World. Before he left Paris again, he was adorned with decorations; his sculpture had conspicuous places in the expositions. When at last in the early '90's he set foot in New York again, it was with his reputation established. Yet all through his life Saint-Gaudens was never satisfied with what he had done. He continually strived to improve his art; into every effort there went zeal and thought, and out of his humble origin and his early trials has come this tribute to be seen in the Herron courts and galleries, a rich collection of the life work of a master American.

A Civic Evangelist

A civic revival, led by a Boston evangelist, has, in addition to its many possibilities, the charm of novelty. Evangelism may not be Charles Zubelin's definition of his present work, but it is comprehensive. Mr. Zubelin is coming to Indianapolis as the central figure in the civic revival organized by the Propylæum association. He is already famed as a teacher of men and women in affairs of civic betterment, and the people of Indianapolis will have the benefit of four "lessons." Mr. Zubelin will give a series of four lectures at the Propylæum, the first on February 19. The lectures will be a week apart and will be given on Saturday nights.

The President Comes

Indianapolis will entertain President Taft next month. The day has not been set, but the President will name it some time during this month in ample time for arrangements to be made for his reception. The assurance of this visit was extended to Henry Riesenberg, who called upon the President recently and heard him say it himself: "I'll be there."

Some time ago President Taft was invited to come to Indianapolis. Mr. Riesenberg is a member of the Indiana Conservation Commission, under the auspices of which a convention is to be held, and it was arranged that the date should be one which would enable the President to come at that time. Mr. Riesenberg was asked to remind the President of the convention early this month, and he has done so; he now awaits a reply telling when the President will come.

When this announcement is received arrangements for the convention will be completed. It is expected that the gathering will be a notable one, not so much in the number of men who will attend, but because of their high standing both in public and private life. The commercial and civic organizations of Indianapolis will co-operate in welcoming and entertaining the nation's chief executive.

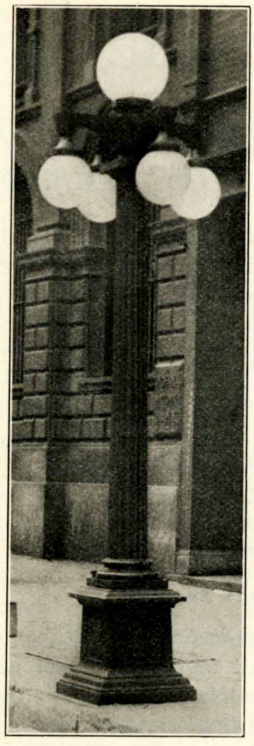
"Boosting" Indiana

One way to "be a booster for Indiana and its industries" is to be a member of the party of Indianians on the advertising and pleasure trip of the "Indiana-Mexico Special," leaving Indianapolis February 15 for a twenty-one days' trip through the Southwest and Old Mexico.

The object of this special tour is to advertise Indiana and its manufacturing industries throughout the Southwest and Old Mexico. The party will travel in a special vestibuled train, which will make many stops and enable manufacturers and merchants to meet dealers. The members of the party are expected to take advertising matter to be distributed in the various cities. C. D. Boyd, of the Missouri Pacific-Iron Mountain route, knows all about the trip and is anxious to tell you. So is H. R. Daly, of the Big Four.

Cry for Light Answered

The cry for more light in the business streets is being answered. The Merchants' Heat and Light Company is installing a system of street lighting on Washington street, between Illinois and Meridian streets, and proposes, as soon as possible, to continue this system until it covers all of the principal business thoroughfares.



LAMP USED HERE

The plan now being put into operation is a radical departure from that proposed by Mayor Bookwalter in the closing months of his administration. Instead of utilizing the trolley poles of the Indianapolis Traction and Terminal Company, as he had intended, a separate boulevard light is being installed. This consists of a standard approximately fifteen feet high, supporting a cluster of five lights, four on a plane and one above. These lights, which are Tungsten 100-watt lamps, are enclosed in ground glass globes.

This system of lighting is known as the boulevard system, and while, perhaps, the illumination is not quite so brilliant as that afforded by the arc lights on the trolley poles, the effect is far more beautiful. Sufficient light will be given, it is said, to answer all purposes, and in addition an artistic effect is obtained.

The installation of this boulevard system by the Merchant's Heat and Light Company means a big saving to the city. Under the former plan the street car company was to install the poles and the city was to pay the Indianapolis Light and Heat Company for the current used. Now, the Merchants' Heat and Light Company is installing, at its own expense, the boulevard standards and lamps, and the merchants in each square thus lighted will pay for the current.

There will be twelve poles to each square, six on each side of the street, making an average of one pole to each eighty feet.

"A number of the Indianapolis merchants had asked me," said Edward L. McKee, president of the Merchants' Heat and Light Company, "to provide some method of lighting the streets. Now I have provided the method, and it is up to them to say how many of the business streets will be lighted. We will install the poles as rapidly as the merchants of each square agree to pay for the current."

One of the boulevard poles, such as is being installed on Washington street, has been used for some time in front of the office of the Merchants' Heat and Light Company, on South Pennsylvania street.

In granting the lighting company permission to install the system the Board of Public Works stated that nothing was conveyed to the company that was not previously possessed under its franchise. Permission was given to make street openings wherever it was necessary to run wire conduits or enter the poles with the wires.

On Wheel and Wing

There's no doubt about the "forward movement" at the Indianapolis Motor Speedway. Things go forward there faster than anywhere else in Marion county, or any other county for that matter. The Speedway year of 1909 closed with another cluster of world's records to the track's credit. And hardly before the purr of the engines had died away came the announcement of this year's events.

NEW TYPE OF CITIZEN

A ZERO SPEEDWAY FACE

Six meetings are scheduled for the Motor Speedway this year as follows:

First Meeting—Friday, May 27; Saturday, May 28; Monday, Memorial Day, May 30.

Second Meeting—Friday, July 1; Saturday, July 2; Monday, July 4 (combination automobile and balloon races).

Aviation Meeting—Saturday, July 23.

Fourth Meeting—Friday, August 12; Saturday, August 13 (twenty-four-hour race).

Fifth Meeting—Friday, September 2; Saturday, September 3; Monday, September 5 (Labor Day).

Sixth Meeting—Friday, October 7; Saturday, October 8.

COMING EVENTS

Indiana Retail Lumber Dealers	**January 12**
State Granite Dealers' Ass'n	**January 12**
State Engineering Society	**January 13**
Indiana Retail Merchants' Ass'n	**January 18**
United Mine Workers of America	**January 18**
Senator Nelson W. Aldrich	**January 20**
Indiana Republican Editors' Ass'n	**January 27**
State Oratorical	**February 4**
Fanciers' Ass'n of Indiana	**February 8**
State Jewelers' Ass'n	**February 14**
Indiana Retail Hardware Ass'n	**February 15**

Convention Notes

One significant feature of the convention of the United Mine Workers of America, which will open at Tomlinson Hall January 18, will be the presence of Charles H. Moyer, president of the Western Federation of Miners, and five of his associates. It will be the first time that Mr. Moyer has attended a session of the United Mine Workers, and his presence points to the growing common interests of the two organizations. A working agreement between the organizations is regarded as a possibility of the not distant future.

A larger attendance than usual is expected owing to the interest in the wage scales which expire in the bituminous fields. Policies governing the negotiation of new contracts will be determined at the convention. The new officers of the organization will also be announced after the tellers have completed their work. Thomas L. Lewis, now president, is opposed by William Green, of Ohio. President Lewis, who has received reports from various sections of the country, predicts his re-election. The convention will be in session about two weeks, and about 1,300 delegates will attend. Indiana is one of the states affected by the expiring wage scales.

Senator Nelson W. Aldrich, of Rhode Island, will be the guest of the Indiana Manufacturers' Bureau, in Indianapolis, January 20, and will deliver an address at 8:15 o'clock in the evening at Caleb Mills Hall. Senator Aldrich is chairman of the monetary commission, and his address will deal with the work of this commission. John L. Ketcham, president of the Manufacturers' Bureau, will preside at the meeting, and Jesse Overstreet, who is a member of the monetary commission, will introduce the speaker.

During the day the bureau will hold its annual business meeting at the Columbia Club. A business session will be held during the afternoon, and Senator Aldrich will be guest of honor at a dinner given at the club at 6 o'clock. The address in the evening will also be heard by members of the Commercial Club, Board of

Trade, Merchants' Association, Indiana Bankers' Association, Clearing House Association, and business and professional men who will be invited.

A convention of vast importance from scientific and educational standpoints is that of the American Historical Association, the American Political Science Association, the American Economic Association and related bodies, which will meet here late this year under the auspices of the State Historical Association. It is likely that the convention will be attended by six or seven thousand professional men, representing the best-known educational institutions of the country.

Several hundred merchants are expected to attend the three-day meeting of the Indiana Retail Merchants' Association, which begins in the Claypool Hotel Thursday, January 18. Among the speakers are Dr. T. LeRoy North, Terre Haute; William P. O'Neil, Mishawaka; E. Q. Lockyear, Evansville; Caspar Krebs, Evansville; Senator F. C. Tilden, Greencastle; Col. D. N. Foster, Fort Wayne; G. B. Slaymaker, Anderson; Fred Meyer, Lafayette; Samuel M. Ralston, Lebanon; H. F. Lang, South Bend; Fred S. Purmell, Attica, and W. M. Alsop, Vincennes.

The Membership Campaign

The Commercial Club now has 1,680 members, which is the greatest number of members ever enrolled in the history of the club.

The credit for this splendid showing is due to the augmented membership committee working under the direction of Frank L. Bridges, this committee having brought in ninety new members during the campaign beginning November 12 and ending December 17. The campaign was not one of the "hurrah" variety, but was a plain, unassuming, businesslike canvass of the city by the men who undertook it. They visited personally the men within districts to which they were assigned, presented the advantages of membership in the club and added a cordial invitation to "come on in." Ninety men were persuaded and were elected to membership.

While the campaign has passed the definite limit set, the invitation is still being extended, and the work will go ahead. During the year ending January 31, 1909, 243 members were added to the club. Since then 260 have become members, and there are yet about three weeks in which to add to this year's record.

Those elected to membership since December 10 are:

Benj. W. Anderson, president First National Bank, Plainfield
Virgil L. Baldwin, Baldwin & Co.
Fred E. Barrett, attorney
Dr. William P. Best, physician and surgeon
William M. Bird, Jr., Burroughs Adding Machine Company.
G. S. Brewster, state agent Hartford Life Ins. Co.
Harry C. Brooks, Adams Express Company
R. R. Bunch, Indianapolis Life Insurance Company.
John H. Buning, merchandise broker.
Thomas F. Carson, Feiber & Reilly.
N. J. Conner, American Harvester Company.
T. E. Courtney, physician.
Elmer A. Culbertson, J. D. Culbertson & Son.
N. R. Cunins, care Indianapolis Star
Clark E. Day, physician.
E. Darrow, Merchants' Heat and Light Company.
L. J. Drake, Jr., Signal Oil Company.
Seth C. Drake, Standard Oil Company.
B. Elsey, Indianapolis Glove Company.
V. Ernest Field, Bobbs-Merrill Company
James L. Fieser, director truancy department, public schools.
Guy Fulton, Evans & Fulton.
Frank L. Glover, R. J. Irvin Manufacturing Company
Donald Graham, draughtsman
William Grepp, Grepp & Phelan, general contractors.
J. Grohs, jeweler
Walter W. Hart, Shortridge High School.
Russe H. Hartman, Hartman & Cahalane.
W. A. Harty, bonds and stocks.
W. C. Halstead, contractor.
Paul G. Henderson, attorney.
Charles P. Hornaday, real estate.
J. I. Hoffman, deputy state supt. public instruction
W. A. Hof, telephone engineer.
George E. Homsher, Flint & Mullin Mfg. Co.
Dr. Henry Jameson, physician.
H. M. Johnson, real estate
C. E. Jones, general contractor.
T. C. Kennedy, surgeon.
Charles C. Kryter, Bobbs-Merrill Company
Frank H. Langsenkamp, coppersmith.
Charles W. Lauer, wholesale jeweler.
Daniel N. Layman, physician
A. L. Leatherman, physician and surgeon.
W. W. Livengood, teacher
M. D. Lupton, The Beveridge Paper Company
J. Raymond Lynn, merchandise broker
Michael J. McCarthy, plumbing contractor
Charles F. McCaskill, National Canning Machine Company.
Felix T. McWhirter, People's State Bank
Clarence R. Martin, attorney.
W. E. Maxwell, Parry Manufacturing Company.
Orval E. Mehring, attorney
George N. Montgomery, real estate
Egbert D. Moore, Princess Millinery Company
William J. Moore, Warren Bros. Co.
Omar O'Horrow, Indiana Law Library.
Wm. C. Osborne, president Danville First Nat. Bank
J. L. Peetz, state statistician
Dennis Phelan, Grepp & Phelan.
Jesse W. Potter, attorney.
Frank H. Prunk, hardware and finishings
Harry J. Quigley, broker.
Joseph R. Raub, Indianapolis Life Insurance Company.
Henry Rawitsch, Rawitsch & Co.
Robert T. Ramsey, L. S. Ayres & Co.
K. D. H. Reap, The Southern Land Company
Carl A. Reis, Central States Dispensary.
C. C. Rundell, Motor Car Sales Company
J. Irvin Russe, R. J. Irvin Manufacturing Company.
A. J. Samuels, millinery
John Schoen, Schoen Bros.
Raymond O. Schlosser, Schlosser Creamery Company.
Walter N. Sharp, oculist
Julius Shepard, attorney
Charles S. Shotwell, Fairbanks, Morse & Co.
L. Ert Slack, attorney.
J. F. Spaunhurst, physician
George H. Spiegel, Northwestern Mutual Life Insurance Company.
Joseph Stine, Lyman Bros.
E. A. Stickney, Stickney Color Company.
Arthur L. Strauss, L. Strauss & Co.
Francis M. Springer, attorney.
Mark Thistlethwaite, secretary to governor
C. N. Thompson, attorney
Edwin E. Thompson, real estate
George Wamper, brick contractor.
Fred D. Whiting, Indianapolis Mortar & Fuel Company.
W. H. Whittaker, Indianapolis Mortar & Fuel Company.
J. G. Wilbraham, Hotel English
E. J. Wuensch, Fletcher National Bank.
Walter Zell, Merchants' Heat and Light Company.

Business Briefs

The highest price ever paid for property on Illinois street as far north as Thirteenth street was the consideration of $25,000 given for a lot at the corner of Illinois and Thirteenth streets recently. It was owned by C. C. Perry and was bought by John F. Pohlman through the real estate agency of Price Brothers' Company. The frontage on Illinois street is 61 feet, on Thirteenth street 208 feet.

Growing business has necessitated increased facilities at the Capital National Bank, and in answer to this need a decision has been made to double the capital stock. It will be increased from $500,000 to $1,000,000 April 1. The entire issue of additional stock has been spoken for, and will be sold at $150 a share. Frank D. Stalnaker, president of the bank, says the directors have great faith in the future of Indianapolis, and desire to contribute to its growth by keeping their institution in step with the movement forward.

The population of Indianapolis has been increased by 302 through the recent annexation of territory northwest of the city. According to Dr. Charles A. Carter, who compiles figures for the city board of health, this makes the population of Indianapolis just 52 short of 240,000; in other words, 239,948.

Charles Mayer & Co. will erect a new ten-story building on the site of the present store at 29-31 West Washington street. The company has occupied the same quarters for seventy years, being founded by Charles Mayer, Sr. During the progress of construction the company will occupy the building now used by the Indianapolis News.

Dr. Harry C. Kahlo has retired from the practice of dentistry after nearly twenty years of active professional service. He announces Dr. William Earl Kennedy as his successor.

Indianapolis fathers a new magazine, and still another, already established, is so prosperous that it has doubled its size. The new magazine is *The Voice,* and it speaks for the Associated Advertising Clubs of America. It is an attractive publication and is edited by the secretary of the Associated Clubs, P. S. Florea, 139 West Maryland street. The magazine which has doubled its size is *Bank Notes,* published by Levey Bros. & Co., and edited by John F. Speer. It's attractive, too, and interesting.

They Like It

I want to congratulate you upon Vol. 1, No. 1, of FORWARD! It is an interesting and suggestive magazine that ought to prove most useful in creating a more widespread and intelligent interest in all that relates to the improvement of the municipal standards and conditions in your city.—Clinton Rogers Woodruff, Secretary of the National Municipal League.

When it was announced that a municipal magazine would be issued by the Commercial Club, everybody expected something good, but I do not believe they were entirely prepared for so complete a publication on the first issue. When the front cover was seen it was evident that there must be good things inside. Typographically and editorially, FORWARD! is much more than satisfying.—Dr. H. C. Martin, General Manager Rough Notes Company.

The Commercial Club has become the publisher of a magazine, FORWARD! The initial number indicates that an aggressive and patriotic spirit is behind the publication. Topics of the first importance to the city, not only in its commercial aspects, but as a city in which to live for the good that may be in life, are discussed with a vigor that gives great promise of an aroused public sentiment. The publication is to be sent to ten thousand citizens each month. It ought to have marked influence for good. The Commercial Club is intended to be a forum for the expression of public sentiment. Its membership has grown to sixteen hundred, and there is hope that the number may be largely increased. Its doors are open to all who believe in Indianapolis and good city government.—Indianapolis News.

FORWARD! is a bright visitor, and as cheerful as a kid in the bleachers after his favorite idol has cracked out a home run. There were many things in this introductory number that interested me. "No Mean City" was an inspiration, and I felt like reaching across the border and gripping Martin Hyland by the fin after I read of the faith that's in him.—Ren Mulford, Cincinnati, Ohio.

Congratulations on the first number of FORWARD! just at hand. It is breezy enough and sober enough, artistic enough and businesslike enough to attract the attention and interest of every business man. We believe, with you, that Indianapolis can do better, and we will look to FORWARD! as an advance index of these better things for our "No Mean City."—McMeans & Tripp, Consulting Engineers.

It was a good idea of the Commercial Club to stand sponsor for a periodical whose purpose of being is to promote the interests of Indianapolis. The first number of the magazine FORWARD! shows what may be done through such a publication. The suggestions made by twelve representative citizens as to things needed by Indianapolis in themselves justify its existence. They are practical, to the point and will cause people to think—the first step toward the eventual carrying out of the ideas advanced. It is important to know what men like Senator Beveridge, Hugh McGowan, Superintendent Kendall, A. H. Godard, V. T. Malott, Edgar A. Perkins, Frank D. Stalnaker and others consider necessary to the improvement of the city, and this feature of the magazine may well be continued as a standing department. Captain Hyland's views on police matters and Mr. T. C. Day's on charity organi-

zation work are also worth while. FORWARD! has caught the pace its name indicates.—Indianapolis Star.

I am grateful to you for a copy of FORWARD! which brightened a gloomy Sunday afternoon. Number 1 of Volume 1 is full of merit—seed to be sown in good ground, consequently an abundant harvest.—Dr. Samuel E. Earp.

FORWARD! will indeed fill a long-felt want in the progress of Indianapolis, and the good to be derived from its publication is obvious. I sincerely hope that the people of this city will appreciate the value of this magazine, and that all will give their support to make it a paying, as well as a successful, venture.—Clarence D. Boyd.

This copy was received with much interest and great satisfaction. I am certainly gratified to know that it will be sent to me each month, and I shall take pleasure in placing it (the file) on my reception room table for callers to see and read.—Dr. E. A. Willis.

In the Club Rooms

E. J. Gausepohl is too busy to go after them himself, but he never overlooks an opportunity to suggest membership "prospects." He telephones or writes the secretary and some one else goes out with the landing net.

When Henry Warrum bows his head over a chess table and wrinkles his brow, maybe it's chess and maybe it isn't. A symphony orchestra is "no mean" burden.

One of W. M. Fogarty's relaxations is poetry. He not only reads, but writes it. Good, too.

J. N. Hurty, M. D., S. B. of H., can see a germ farther than any other man in Indiana. That's his business. The last part means State Board of Health.

About the time the club got interested in the city's park and boulevard plans. Dr. Henry Jameson, president of the Board of Park Commissioners, began to have symptoms. He diagnosed his case as an attack of appreciation, and wrote a prescription in the shape of a membership application. The board of directors filled the prescription, and now he's taking his medicine.

When some one in the billiard room negotiates a difficult and intricate shot, it is at once branded "a Dyer shot." That's how good Sidney Dyer is.

Dr. Homer R. McKinstray believes that everything comes to him who waits. He also believes that a physician must have patience.

C. D. Boyd has what is known as the "creeping shot." It has nothing to do with railroads, but is a mysterious child of the pool table, and is every bit as effective as the "corkscrew punch."

Each winter Charles T. Whitsett journeys to Vossburg, Miss., with his rheumatism, and each spring he hopes to come back alone. While he is fighting it out down at Vossburg he sends postcard bulletins, by round.

Foreign Correspondence, Translations
Spanish-French-German-Italian
PROF. M. J. FORTIE
732 North New Jersey Street. PRIVATE LESSONS
TELEPHONE MAIN 6570

Eugene Purtelle & Co.
Stocks, Bonds, Grain
222 LA SALLE STREET, CHICAGO
Members
Chicago Board of Trade St. Louis Merchants Exchange
Private Wires
INDIANAPOLIS OFFICE, 204 Odd Fellow Building
We Specialize in Coppers

If You Did Not Get Vol. 1 No. 1

Just ask the Commercial Club for the first number of FORWARD! the Magazine for Indianapolis.

Owing to changes of addresses the December issue did not reach a few who should have received it.

When residence address is changed FORWARD! should be notified.

We want you to have every number.

If You Miss One Tell Us At Once

The Best Investment for the New Year

is the time spent at the beginning in renewing strength and health

A few weeks' rest in January at the

FRENCH LICK SPRINGS HOTEL

will be worth an uncounted sum as the following months bring their burdens

HEALTH & RECREATION
NEXT DOOR TO
INDIANAPOLIS

At French Lick:

Business Cares Forgotten
Regular Sleep and Habits
Recuperative Amusement
Health-Giving Waters
Cuisine Unsurpassed

OPEN ALL THE YEAR

French Lick Springs Hotel

THOMAS TAGGART, President

FROM INDIANAPOLIS TO FRENCH LICK: Via Vandalia R. R. to Gosport, through coach, parlor and dining car daily. Via C. H. & D. to Roachdale. Via Big Four to Greencastle or Vandalia to Limedale, all connecting with Monon Route to French Lick Springs. Distance, 120 miles.

Two Birds With a Single Stone

First Bird

The one thing every patriotic man of Indianapolis hopes for, is the day when all her citizens will join the constructive army, fighting unitedly for the advancement of Indianapolis so vigorously that no man will dare attempt to stay the forward march.

Second Bird

The steady, conservative commercial growth of Indianapolis is one of the good features for which "No Mean City" is known abroad. Her business men have always an eye open for a legitimate means to new business and Opportunity does not have to open the door and drag him in.

THE STONE:

And here is the way to bring down both birds at once: Give endorsement to FORWARD, the Magazine for Indianapolis, and at the same time present your business proposition to 10,000 Indianapolis business and professional men and their families, by placing an advertisement in the February issue. The cost of an advertisement is not a contribution to a civic project, but it is a business investment which has for a by-product, the advancement of Indianapolis.

BE FOR INDIANAPOLIS—ASK US FOR RATES TODAY

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

Published Monthly by the Commercial Club

The Indianapolis News

Circulation and Advertising Statements for the Year 1909

Circulation

Average daily paid circulation, 1909.....90,246
Average daily paid circulation, 1908.....84,208

Daily Increase (Net) Over 1908 **6,038**

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

Distribution in Indianapolis and Suburbs **50,874**

City Carriers	41,184	Service	450
Suburban Carriers	1,891	Mail	649
Newsboys	3,701	Free	279
News Stands	2,720	Total	50,874

Advertising

	Cols.
Display	20,143.96
Classified	5,642.42
Total	25,786.38

Daily Average, 82.38

During the year 1909, the other Indianapolis daily papers printed a total of 17,088.87 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper). The News having **8,697.51 columns more than all the others combined.**

In the classified (want) advertising, The News easily maintained its supremacy, having a total of **285,065** of these ads, **87,937 more than the other city papers combined.**

The News' Circulation for Twelve Years

Year	Average Net Daily Circulation	Year	Average Net Daily Circulation	Year	Average Net Daily Circulation
1898	45,201	1902	62,134	1906	75,233
1899	42,178	1903	69,385	1907	74,294
1900	49,789	1904	72,895	1908	84,208
1901	56,120	1905	71,028	1909	90,246

FORMERLY *the* CIRCLE PARK

HOTEL KINGSTON

(EUROPEAN)

No. 35 Monument Place

CONDUCTED BY
MRS. A. J. TRON

ONE FLOOR RESERVED AS

Bachelors' Quarters

Your laundry collected and sent.
Your loose buttons sewed tight.
Your missing buttons replaced.
Your clothes pressed.
Your hose darned.

A Quiet Place in the Business District.
A la Carte Service in the Cafe.
Special Attention to Ladies.

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.

Washington, D.C.

References

Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier*

Capital National Bank

Capital $500,000 Surplus and Profits $298,000

Safe Deposit Boxes $3.00 per Year and Upward
Your Business Invited

WATCH THE GROWTH OF THE

Union National Bank

Deposits

December, 1907, $798,000.00
December, 1909, 1,646,000.00

Courteous treatment and all liberality consistent with conservative banking is what DOES IT

Rent a box in our new Chrome Steel Vault for your valuables. Only $3.00 per year

J. M. McINTOSH, President
W. J. RICHARDS, Vice-President
ROSS H. WALLACE, Cashier
JNO. A. RIDGWAY, Assistant Cashier
W. F. FOX, Assistant Cashier

"93" REXALL Hair Tonic & Shampoo Paste

Rexall "93" Hair Tonic is a remedy for all diseases of the scalp. It cleanses and invigorates the scalp and stimulates the hair follicles, producing a thick growth of healthy hair. This remedy prevents the hair from falling out, cleanses the head of dandruff and restores the hair to its natural color.

Three Sizes—50 Cents—$1.00—$1.50

Rexall "93" Shampoo Paste is an excellent cleansing, antiseptic preparation that does not leave the hair dry after use. It is beneficial to the hair under all conditions—Twenty-Five Cents the jar.

HENRY J. HUDER, Druggist

TWO STORES

PENNSYLVANIA AND WASHINGTON STS.
NUMBER 5 BOARD OF TRADE BUILDING

O. E. McMEANS CHAS. A. TRIPP

McMeans & Tripp

CONSULTING ENGINEERS
MECHANICAL ELECTRICAL

Factory Architects

Design and Superintendence of Complete Industrial Plants, Steam Heating, Electric Lighting, Power Plants

607 State Life Building

Everything For Every Sportsman

"THE SPORTSMAN'S STORE"

GUS HABICH, 142 E. Washington Street

The National Safe & Lock Co.

Safes and Vaults and Allied Goods

All Kinds and Sizes. Goods First Class. If interested write

G. G. DERBYSHIRE, STATE AGENT
125 East Market Street

Campbell Circular Advertising Company

7 East Market Street
INDIANAPOLIS

Main 2379 TELEPHONES New 5919

PROCESS LETTERS
ADDRESSING
MAILING

You are invited to call at our office and see samples of this high class work—the modern way of conducting a circular advertising campaign. Our patrons are among the most successful firms, and we refer you to them. Ask to see some Litho-print Letterheads—a perfect imitation of Genuine Lithograph Work.

Be for Indianapolis

THE financial condition of the Winona Technical Institute makes necessary the closing of the doors unless relief comes quickly. Indianapolis is to raise $200,000 and then the great trades school is hers, bearing her name.

TODAY offers the opportunity for every citizen to prove his patriotism by helping the city to save for herself a great educational institution. It is a matter of dollars and this city should not appeal to her sons in vain.

IF IT'S USED IN AN OFFICE
BURFORD
HAS IT

38&40 S. MERIDIAN ST. INDIANAPOLIS, IND.

ALSO

PRINTING LITHOGRAPHING STEEL AND COPPER PLATE ENGRAVING

OFFICE FURNITURE IN WOOD AND STEEL

AGENT FOR "Y and E" FILING DEVICES AND "ALLSTEEL"

ROTARY NEOSTYLES MACEY BOOKCASES

RONEO COPIERS

Why They Come To Us

For advertisers, publishers, manufacturers and others in the city of Indianapolis, we do more engraving work and make more engravings than all other engraving houses in the city of Indianapolis combined.

The Reason

Each order we receive is handled as most photo-engravers handle a trial order. Nothing is slighted, no difference whether it is the first order from a new customer or one from a regular customer. And we keep our promises.

These facts are realized where ever we are known, and are no better understood anywhere than right here at home among our friends.

Every plate made by us is guaranteed to be as good as can be produced by the photo - engraving process.

Do we back up this guarantee? Ask our friends, or, better still, test us.

THE "FORWARD" CONTRACT WAS AWARDED US—QUALITY WINS

Indianapolis Engraving and Electrotyping Co.

Numbers 341-349 East Market Street

Telephones—Bell 153; Home, 53

APPROVED THIS ____ OF ____ 191__

Chairman of Membership Committee.

CAPITAL STOCK, $250,000 — SHARES, $10.00 EACH

THE COMMERCIAL CLUB : INDIANAPOLIS

APPLICATION FOR MEMBERSHIP

_____ 191__

TO THE MEMBERSHIP COMMITTEE OF THE COMMERCIAL CLUB:

The undersigned hereby makes application to become a member of THE COMMERCIAL CLUB OF INDIANAPOLIS, in conformity with Sections 1 and 2, Article 5, of the By-Laws, printed on the back of this application, and subscribes for _____ share___ of stock in said Club, of $10.00 each, for which he agrees to pay the face value thereof to the Secretary of the Club on or before _____ 191__

THIS SUBSCRIPTION IS CONDITIONED UPON THE APPROVAL OF THE UNDERSIGNED APPLICATION FOR MEMBERSHIP

Recommended by _____

_____

_____

Name _____

Business Address _____

Firm _____

Business, Profession or Capacity _____

APPLICATION MUST BE ENDORSED BY AT LEAST TWO MEMBERS

This Blank is Here for Your Especial Benefit

THE Commercial Club does an enormous amount of work, and shows enormous results. We are trying to tell you some of them in this magazine. Now every business and professional man owes to himself, his family and his business an active interest in building up and bettering the conditions of his home city. He can do this best, can multiply his efforts greatest by joining with others in such an active and energetic public-spirited organization as our Commercial Club. His name adds influence.

DON'T PUT THIS OFF. Your application without solicitation will show your real interest. The cost of membership shows on the back of the blank application. Read it, sign it and mail it.

DO IT NOW. We would like to have it by January 18th.

THE MEMBERSHIP COMMITTEE

ARTICLE V

MEMBERSHIP

SECTION 1. In order to become a member of the Club, a person shall make application in writing, stating the number of shares of stock then subscribed for by him. The application shall be delivered by the Secretary to the Membership Committee, who shall pass on the same; and if approved, direct the Secretary to notify the candidate of his election. Such Committee shall each month report to the Board the name of persons thus approved. Upon the payment of the membership fee, he shall be deemed a member.

SECTION 2. The membership fee shall be $5.00, payable in advance, and the annual dues from each member shall be $10.00, payable in two installments of $5.00 each, on the first Monday in May and the first Monday in November of each year. Persons making application for admission to membership, must subscribe at the time of said application, for not less than one share of the capital stock of the Club.

To become a **resident member** the expense will be

One share of stock	$10 00
Membership fee	5.00
Semi-annual dues	5.00

Non-resident members are exempt from payment of dues; all other terms the same as resident members.

Dues are payable semi-annually in advance, $5.00 November 1st and May 1st. When joining the Club, dues are pro rated monthly; for example, a member joining the Club August 1st. would only be required to pay dues $2.50 to November 1st, and the total expense at that time would be $17.50; joining November 1st, dues $5.00, would have to be paid to May 1st, and the total expense would be $20.00.

Charles M. Reagan

M
ABOR

ISTAKES I MADE AS MAYOR By CHARLES A. BOOKWALTER

OLUME II FEBRUARY 1910 NUMBER 1

FORWARD!

HE MAGAZINE FOR INDIANAPOLIS

Bookwalter's Mistake

PORTUNITY AT A TRADE SCHOOL

Published by THE COMMERCIAL CLUB of Indianapolis

I
306
F745
Cop 2

An Indianapolis Opportunity

THE PAST

There has been built up in this city the foundation for one of the greatest technical training schools in the country. In its brief life, Winona Technical Institute has made an enviable name through the excellence of its equipment and the quality of the instruction.

THE PRESENT

But a crisis comes—a time when the life of this institution is in danger. Financial conditions make it impossible to continue the work of training boys for men's work, unless Indianapolis interferes in their behalf. Through the Commercial Club, relief measures have been planned.

THE FUTURE

A fund of $200,000 is to be raised to place the institution on a sound footing; the present management retires and the public will name new directors; it will become a National institution, bearing Indiana's name and increasing the fame of our "No Mean City." Every citizen must lend a hand in this movement.

OUR SALES-ROOM IS ARRANGED AS

A Model Office

In ACTUAL OPERATION are the SYSTEMS AND DEVICES of TWINLOCK—WAGEMAKER—BERGER—WEIS—and Others

We Invite Your Inspection

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Outfitters and High Grade Printers* Tels—Main 6776; New 1862

WE HAVE KEPT PACE WITH THE TIMES

BY GIVING INDIANAPOLIS A TELEPHONE SYSTEM EQUAL TO ANY IN THE WORLD

The Importance of Good Telephone Service and Comprehensive Telephone Connections cannot be overestimated. The largest part of the daily business is transacted over the wires.

OUR SERVICE IS THE BEST

We have more than 20,000 Telephones in Indianapolis, and are rapidly gaining. Every Telephone reaches an average of five people, giving every one of our subscribers local connection with 100,000.

CENTRAL UNION TELEPHONE COMPANY

THE INDIANAPOLIS STAR

Continues each year to publish more Classified or "Want" Advertising than any other paper in Indiana. Note the great lead this paper has for the year 1909, in the one classification—Real Estate—in which almost everyone is interested.

	Real Estate, City Property	Real Estate, Farms	Real Estate, Total
INDIANAPOLIS STAR	**268,026 Lines**	**149,253 Lines**	**417,279 Lines**
Nearest Competitor	**232,007 Lines**	**57,171 Lines**	**289,178 Lines**
STAR'S LEAD	**36,019 Lines**	**92,082 Lines**	**128,101 Lines** or 464 Columns

THE co-operation of a good bank is a needful and valuable asset in any business. Are you getting the co-operation which you believe your business needs?

The Continental National Bank gives prompt and courteous service to individual accounts.

Pays interest on time deposits through Interest-Bearing Certificates of Deposit.

Gives special service on collections and handles drafts with bill-of-lading attached, direct, with the minimum of delay in advice.

Sells Bank Money Orders, good anywhere; foreign exchange; letters of credit.

Rents Safe Deposit Boxes in one of the most modern and completely equipped vaults in the State of Indiana.

If Banking Service, Ample Capital, Efficient Officers and a Board of Directors that is actively interested in the operation of the bank—if these qualifications are worth anything to you as means of co-operation in the handling of your business, we would like to have you come in and talk with the officers of this bank.

Continental National Bank

18 North Meridian Street

FORWARD!

The Magazine for Indianapolis

Vol. II FEBRUARY, 1910 No. I

Table of Contents

MISTAKES I MADE AS MAYOR.....Charles A. Bookwalter..... 5
HOUSES AND THEIR CONSEQUENCES.....Linton A. Cox..... 8
MEN AS THEY PASS....(The Rise of John J. Appel) 11
MAKING GOOD CITIZENS OF CHILDREN....Arthur W. Dunn..... 12
A NOTABLE VICTORY..... 14
OPPORTUNITY AT A TRADE SCHOOL.....Lannes McPhetridge..... 15
ANOTHER CONQUEST OF THE NORTH..... 19
ZUEBLIN AND HIS CIVIC REVIVAL..... 21
WHY THE MAYOR CLOSED THE SALOONS..... 22

DEPARTMENTS:

Lewis is Re-elected..... 23
An All-Star Convention..... 23
Are You a Booster?..... 24
Up to the Contractor..... 24
Coming Events..... 25
Business Briefs..... 25
The Annual Election..... 26
All Records Broken..... 26
What they Say..... 27
The Other Fellows..... 28
Banks and Trust Companies..... 28

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! Indianapolis, Ind.
This magazine is printed by the Hollenbeck Press

LEAVE YOUR WIFE

—a monthly income for life, or to her and the children for twenty years certain. Latest, best, lowest cost and most sensible form of protection. Write for Leaflet, "MAILED" Free.

WILLIAM A. HUNGERFORD

Income Bonds, 203 Newton Claypool Building

RHEIMS is a town in France. A year ago, the chances are, you would have been stumped by the question "What is Rheims?" Today every school-child knows the answer.

Evidently something happened in Rheims last year. Yes, something did. For two weeks the eyes of the world turned to Rheims. The business man picked up his newspaper and, instead of the market or financial news, he sought the story dated at Rheims. Men in every walk of life, women and children as well, looked to Rheims. Those fortunate Americans who could afford it journeyed to Rheims. Europeans, similarly fortunate, got there first. Enormous crowds gathered at Rheims; vast sums of money were spent there, and Rheims got the best advertising of any city since the advent of the modern newspaper and its world-wide news facilities.

What was going on at Rheims? Men were flying around in the air. They dashed, scurried, wheeled and circled. An aerial race-course was theirs. Below the crowds cheered and applauded man's first definite sweeps through the hitherto unconquered air. All the world watched at a distance as the aeroplanes made history.

The same thing is going to be repeated during October of this year and Rheims will not have the glory. The international aviation meeting will be held in America—probably either in Indianapolis or Washington, D. C. Does Indianapolis want it? Well, rather. Indianapolis, through Carl G. Fisher of the Indianapolis Motor Speedway, has made a bid for the meeting. Other cities are bidding and the matter is to remain open until March 1.

Other cities are saying what they will do if they get it. Indianapolis does not deal in futures or "I wills." Mr. Fisher has offered $50,000 and the only inclosed grounds in the United States adapted to such a meeting. If every man in Indianapolis will stand behind the Motor Speedway and pull for the meeting, it will come here. Be interested—show your interest—be active—co-operate. Do you want the aeroplanes? Do you want to make Indianapolis the most important city in the world for two weeks?

Get up and shout it: "Yes!"

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME II FEBRUARY 1910 NUMBER 1

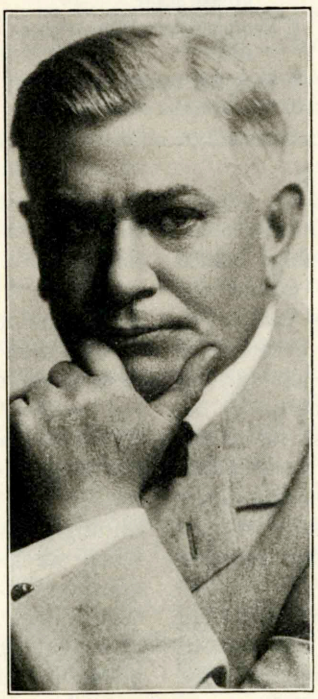
MISTAKES I MADE AS MAYOR

BY

CHARLES A. BOOKWALTER

YOU ask me to make FORWARD! my Father Confessor, and through your columns talk for a short time with the people of Indianapolis on the "Mistakes I Made as Mayor."

I might copy after the small boy, who, when asked by a playmate for the core of the apple, replied, "There ain't goin' to be no core," and say, "I made no mistakes," but, having gone out of the newspaper business many years ago, and hence, being like all people, other than the superior and infallible gentlemen of the press, liable to err, I take refuge behind the autobiographer's license, and shall dodge the direct question by an indirect answer. I shall do this by telling of some of the mistakes I did not make, thus leaving each citizen free to hold his own opinion as to the particular things done which to his mind were in error.



CHARLES A. BOOKWALTER

First. I made no mistake in refusing to permit any other person or influence to sit at the head of the table during my administration.

Second. I made no mistake in the effort to build the coliseum, even though a court decided that the expenditure of money for the construction of a large public meeting place was an improper use of public funds, notwithstanding the fact that the school board had spent a large sum of public money in the erection of Caleb Mills Hall, which is daily being used for purposes of a similar character to those to which the coliseum would have been put.

It may be argued that Caleb Mills Hall is a part of and an adjunct to the Shortridge High School, and therefore stood in a different attitude before the law, but the fact is equally true that the coliseum was a part of and an adjunct to the city hall. The difference, to my mind, is the difference between tweedle-dee and tweedle-dum—plus newspaper influence. The coliseum would have been of inestimable value to all

our people, and would have placed Indianapolis in the list of favored cities because of our ability to accommodate gatherings of any national business organization or political party.

Third. I made no mistake in constructing the new city hall. The defeat of the coliseum project, followed as it was by the vacation of the city offices in the court house basement, upon order of the county commissioners, brought the city face to face with a proposition which could only be settled one way—a home of its own. The park board was in the Saks Building; the corporation counsel was in the State Life Building; the controller, board of safety, street commissioner and health board were left in the court house basement; the license inspector was in the police station building; while the board of works, city engineer and mayor were in the Majestic Building. It was not fair to our people to continue doing business in this way. So the new city hall was born. It is a thing of beauty, and up to the close of my administration its construction had been characterized by good workmanship, honest materials, and a cost well within the original contract. In fact, on January 1, the credits due the city because of changes from the original plans far exceeded the extras due the contractors because of other changes. In so far as my administration is concerned, the city hall will stand as one more public building constructed within the estimate of cost originally made and within the appropriation.

NO MISTAKES IN THESE, HE SAYS

1. **Refusal to be "bossed."**
2. **Effort to build a coliseum.**
3. **Construction of new city hall.**
4. **Grant of franchise to C., I. & E. Ry. Co.**
5. **Establishment of municipal asphalt plant.**
6. **Settlement of telephone question.**
7. **Park and boulevard activity.**
8. **Improvement of city's streets.**

Fourth. I made no mistake in granting a franchise to the Chicago, Indianapolis and Evansville Railway Company. Had this railroad been built the benefit accruing to the business interests of our city would have been comparable only to the benefits arising from the construction of the Indianapolis Southern (now the Illinois Central). Remember, I gave this franchise to the Indianapolis Southern during my first administration, after the same sort of opposition that characterized the fight against the Chicago, Indianapolis and Evansville. Who amongst all our citizens would today have the Illinois Central leave Indianapolis?

The clique against the Evansville road declared it a shame that locomotives should come so close to the State House, when they knew all the time that the franchise provided that no engine should come closer to the State House than the present tracks of the Big Four Railway. This railroad would open up an almost virgin territory so far as Indianapolis trade was concerned, and I contended that it should come in because I believed it would be of benefit to the city. I call attention to the significant fact that, although we have been told that this franchise was worth millions to the grantees, they have never been able to finance it.

I ask: If this franchise was worth such fabulous sums, why have the promoters been unable to get selfish bankers to avail themselves of it? The fact is, the road was worth more to the city than the franchise was to the promoters, and hence the road has never been built. Even so, the city has been protected against a continuing grant, such as was found to exist when we came to settle the street car question, by the provision in the franchise that unless, within six years from the time of the grant, there should have been built not less than sixty miles of road, in a southwesterly direction from Indianapolis, then all rights of the grantees should

be extinguished. In addition to this the grantees agreed to elevate the road from the time it crossed the river west of town at their own expense.

Fifth. I made no mistake when the city put in its own asphalt repair plant. As a result of this action, patching was done during the past year for 68 cents per yard, after charging off 10 per cent for depreciation and interest on the investment. What is more important still than the saving in cost, is the fact that since the installation of this plant all our streets have been in better condition than ever before in the history of the town.

THE TELEPHONE PROBLEM

Sixth. I care not what subsidized influences may say, no mistake was made in the settlement of the telephone question. The moment application for relief was made by the new company there sprang into activity certain elements which never before had been known to act *pro bono publico*. The waters were troubled. A great cry was raised for consolidation—all in the interest of the "people." In my opinion the proposition was simply this: "Shall the new company be saved from bankruptcy, and competition be thus maintained, or shall it be allowed to die and an uncontrolled monopoly be given the Bell Telephone Company?"

The new company came into existence at a time when Indianapolis was helpless in the hands of the Bell. Rates were too high for the average citizen to have a 'phone. Extensions were denied unless our people would agree to pay the greater portion of the cost of construction.

The new company changed this. Rates were lowered and service extended. When it became apparent that the new company had agreed to a rate too low to permit it to live, it was for me to decide whether relief was to be given or refused. I followed the precedent established in the hot water heating case. Experts reported that the new company could not live at a much less rate than asked for, and we gave them practically the rate recommended by Messrs. Brill and Crumb.

Seventh. No mistake was made in the adoption of the plans for new boulevards and parkways. Credit for this great work is principally due to Dr. Henry Jameson, Charles E. Coffin, John J. Appel and Ferd L. Mayer, the park commissioners, but without the co-operation of the mayor but little could have been done.

Eighth. The street improvement policy of the last administration was certainly no mistake. Indianapolis, as the result of this plan, is today one of the best-paved cities in the United States. Much has been said, in season and out of season, of the great burden placed upon the property owner by these improvements, but I call your attention to the remarkable fact that nearly 95 per cent of all the improvements made from 1906 to 1910 were carried through upon the petition of a majority of the property owners affected. The great outcry made at times about the cost of these improvements doubtless led many to believe that the administration was forcing all work, but nothing could have been further from the truth.

LOOKING BACKWARD

Let me repeat what I said in the beginning. I can not say mistakes were not made. To make mistakes is human, but I can say, looking back on the strenuous four years, that I always endeavored to do my duty as I was given the light to see it. The record has been made. I could not escape it if I would, and, knowing the purposes which actuated my mind, I would not if I could.

I shall always hold in grateful memory the people of this city who have honored me beyond my deserts. Bitter enemies I know I have, but, thank God, the precious thought is vouchsafed me that warm friends are also an offsetting asset.

INDIANAPOLIS "HUNYAKS" READY FOR THE NIGHT

HOUSES AND THEIR CONSEQUENCES

HOW NEW YORK FOUGHT "THE BATTLE WITH THE SLUMS" AND PAVED THE WAY FOR THE SAME VICTORY IN INDIANAPOLIS

BY

LINTON A. COX

A MAN who, by the highest authority, has been proclaimed the most useful citizen of the United States, was a guest in Indianapolis recently and delivered an address, "The Battle with the Slums," before several hundred of the useful citizens of Indianapolis. As to just why Mr. Riis was pronounced the most useful citizen deponent is in no position to swear or affirm, but probably the chief reason was that he, among all the millions of American men, took note of the fact that human beings—men, women, and particularly children—were being killed like flies. How killed? Not by war or epidemic, but merely by the houses in which they lived.

He took note of the fact that the death rate in some tenement houses was many times greater than it should be, merely because of the houses—a death rate as high as seventy-five per thousand in some cases. Having taken note of these things, he, by persistent work, covering a long time, has brought it about that no such death traps can be set in the future in his home city, New York; he has brought it about that no such death traps shall in the future be set anywhere, provided other communities are willing to give just a little attention to the evil which he pointed out, and to the very simple preventive means which was adopted in New York, and which has been more or less widely adopted in different states and cities, and which may be adopted anywhere with benefit to all and without injury to any.

"You must fight the slums just as you would fight a fire," said Mr. Riis. "Now, there are two ways, at least, of fighting a fire. One way is to throw the water directly on the flames and try to extinguish them. Another way is to throw the water ahead of the fire and prevent the spreading of the flames. It is the same in fighting the slums. We may attack existing conditions. Well and good. Or we may work farther ahead and see that they do not spread by creating conditions which will not permit them to grow. One way is the work of today; the other is the work which contemplates a tomorrow, and provides that things which are done then shall be done correctly."

The remedy used by Mr. Riis in his transformation of New York was a

"housing law." The same remedy is at the hand of the citizens of Indianapolis, such a law having been enacted by the state legislature of 1909. What has been done in New York can be done in Indiana and Indianapolis. Slums can be prevented, and some other very high authority has remarked that "an ounce of prevention is worth a pound of cure."

There may be some who doubt the existence of slums in Indiana and Indianapolis. Of course, New York has them—as well as everything else. But, Indiana and Indianapolis? Impossible! Mr. Riis anticipated this doubt when he spoke at Caleb Mills Hall.

MUST FIGHT BATTLE HERE

"Out here in Indiana you may say, 'Oh, we have no such problems as those which have bothered New York, and there is no need for great concern.' But, my friends, I say you are mistaken." This is the verdict of a man who knows, and it is a just verdict. Indianapolis has slums. They have grown with the city and constitute an evil which strikes directly at the problem of life itself. Indianapolis has good reason for concern and every need to lend an attentive ear to a recital of "The Battle with the Slums" as it was fought and won in New York, for the same battle must be fought and won here.

An investigation was made by the Charity Organization Society, covering a district in and surrounding the business section of Indianapolis. The investigators sought to ascertain how many living rooms which had no direct opening to the outer air were contained in that area; in other words, how many rooms, in which people were living, had no outside ventilation.

They found 1,116 such rooms. These rooms represented 119 buildings. In some of them—shut off from light and pure air—as many as five and six persons—men, women and children—were sleeping.

Deplorable conditions are found in Indianapolis chiefly in the long rows of three-room dwellings, of which there are hundreds. In these buildings only the apartments on either end have any light or ventilation except that afforded by the front and back doors and a window at the front and rear. In apartments of this class the front room is customarily used for a living room, the middle room for sleeping and the rear room as a kitchen.

In one of these apartments seven persons were living—a father, mother, three children and two male boarders.

On the top floor of a three-story tenement in an apartment of two rooms were found a mother, two daughters and two male lodgers. The mother, one daughter and the two men slept in one room. The second daughter slept in the other room. The woman has one son in the Jeffersonville Reformatory and another from whom she had not heard in months.

These are but two of the hundreds of like cases which exist in Indianapolis today. In many cases there is no front or back yard; or if there is one it is so small as to be useless. These instances of bad conditions are no reflection upon Indianapolis. They grow up everywhere if individual want of foresight and individual cupidity are not met by a rational rule, as cities grow.

REMEDY IS READY

And the remedy? The housing law. It will prove as effective here as in New York. Under its provisions these abuses can be prevented.

It provides for proper light.

It requires adequate ventilation.

It prevents overcrowding.

It restricts the height of tenements.

It requires a back yard at least fifteen feet deep.

It prevents the erection of more than one tenement upon one lot.

It assures privacy.

It determines the size of rooms.

It prohibits the use of cellars for living purposes.

It requires private conveniences.

It provides for running water.
It provides for sewers.
It demands cisterns.
It requires cleanliness.
It establishes drainage.

There is always some one who is entitled to credit for any important work such as this housing law. First of all, Mr. Riis himself is entitled to credit (although he claimed none in his lecture) for this law, as well as all other similar laws, which are largely copied from the New York law, and are the crystallization of Mr. Riis' work, studies and fight.

So far as Indiana is concerned, although many co-operated, there is one to whom chief credit is due. An Evansville lady, Albion Fellows Bacon, very like Jacob Riis in her enthusiasm, brilliancy, love for and willingness to fight for humanity, was told prior to the legislative session of 1909 that if she would "lobby" for the law there would be a good chance for its passage; that it would need the urging of some enthusiast who understood the importance of it.

Her first impression was that she "just couldn't," but she was so interested that it should not fail that she finally did personally urge it during a part of the session, and so thoroughly interested the committee of the house, in charge of the bill, that she was, early in the session, invited to address the whole house upon the bill, an almost, if not entirely, unheard of thing.

Under the conditions of the session of 1909, although the bill was as meritorious as Charity herself, it would never have become a law but for the unceasing efforts of Mrs. Bacon; and the members of the general assembly will always remember that she is entitled to the chief credit for this law in Indiana.

The future for the law? That will take care of itself. It has been attacked by a few people—very few. It has probably not been understood by any of the few who have attacked it. As for repeal of it, I could about as easily imagine a legislature repealing all the laws relating to health, nuisances and murder.

FROST DELAYS THE LIGHTS

The unusually severe weather conditions of December and January are responsible for the delay in the installation of the new downtown lighting system by the Merchants' Heat and Light Company. Plans had been made, and supplies for the first of the work were on the ground and ready for installation late in December. It was believed that the work could proceed at once then. An examination of the ground, however, disclosed eighteen inches of frost, and it was decided to wait until better conditions prevailed.

"We made one opening," said Edward L. McKee, president of the Merchants' Heat and Light Company, "and felt that we were not justified in tearing up the street under such conditions. Unless the merchants get too anxious we will wait until some of the frost is out of the ground and then proceed with the installation of the lights as rapidly as possible. The last of the supplies was shipped to us on January 20, so that when the street is ready to be worked to good advantage there will be no further occasion for delay."

The first work of installation will be in the block between Illinois and Meridian streets, on Washington street. This system, which is known as the boulevard plan, will be extended to other blocks as rapidly as arrangements can be made with the merchants to be thus benefited. Under the proposed plan the lighting company stands the expense of all material and installation and the merchants in each block pay for the current used.

MEN AS THEY PASS

PEOPLE who know John J. Appel intimately, or even casually, don't wonder that he "got there." It would rather be a wonder if he hadn't.

It's so easy to point to a man who has succeeded in life and tell how he did it. It's easy to say that his unusual energy, his quick eye and his good judgment and ability to make friends readily, and to seal these friendships with a lasting bond, made him succeed. But, after all, nobody nowadays is rolling off a log into the long, soft grass of success.

Mr. Appel came to Indianapolis in 1878. The town was not exactly waiting for him with bated breath. In fact, the town didn't know he was coming, and it took the town some time to know he had come. But it knows he's here now.

His brother, D. F. Appel, who has also succeeded remarkably, had been in the insurance business and through this brother, Mr. Appel knew of the firm of Cleveland & Co., doing an insurance business. He found employment with this concern. He had no trouble getting on in the office of Cleveland & Co. Though he was but 19 years old when he entered that office he had had business experience with his father, who was in business at Cumberland, Md., whence he came to Indianapolis.

After two years with Cleveland & Co., Barnard & Sayles, also in the insurance business, employed him as a solicitor and it was there that he and Fred A. Gregory, now of the corporation of Gregory & Appel, became fast friends, Mr. Gregory at that time having similar employment with the same establishment. In May, 1884, the two young men decided to open an office for themselves, and the partnership (now a corporation) was formed. They rented a small office and paid $7 for a table. One end of the table was Mr. Appel's office and the other end Mr. Gregory's. They liked that table then. They like it better now, and as a mark of the regard they have for it, it is stored away in a vault at their office in the American National Bank Building on Market street, which is one of the finest appointed offices in Indianapolis. In contrast with that little table now there is mahogany and marble.

They prospered immediately. Of course, they worked for it, but the fact remains that they prospered. The fruits of their labor were theirs and energy and determination don't produce business lemons. Lemons don't thrive on that kind of soil.

Mr. Appel is known among business people of the city as one of the ablest judges of real estate values in Indianapolis and this has added greatly to his labors, for his opinion is often sought.

Mr. Appel is a vice-president of the Indianapolis Traction and Terminal Company and of the Terre Haute, Indianapolis and Eastern Traction Company. He is a director in the Capital National Bank, a member of the Board of Park Commissioners and a governor of the Board of Trade. For two years he was president of the Board of Trade and was for six years a director of the Commercial Club. His recreation is fishing.

A DETACHMENT OF THE SNOW ARMY

MAKING GOOD CITIZENS OF CHILDREN

HOW AN ARMY OF 1,000 YOUNG PEOPLE IS GIVING THE GROWN-UPS A PRACTICAL ILLUSTRATION OF PROGRESS

BY

ARTHUR W. DUNN

Director of Civics in the Indianapolis Public Schools

WAS *your* walk cleaned after the last snow? *Will* it be cleaned after the next snow? Approximately a thousand boys and girls of Indianapolis are willing to forego an answer to the first question provided you answer the second—right! About that number of boys and girls in the eighth grade are each half year trying to learn what constitutes a good city, and also what constitutes good citizenship. These are the very things the Commercial Club and all good citizens are interested in, and for which FORWARD! stands, and the children know it. Perhaps you busy men of Indianapolis do not appreciate the effect it has on the children's minds to feel that they are interested in the same things that you are interested in. But they are developing that feeling, and it is a very uplifting, a decidedly educational influence.

A foundation principle of the method of civic education in the public schools of Indianapolis is to give the children opportunity to participate, so far as possible, in real activities for the community's good. By participating in civic activities they are fixing civic habits. Meanwhile, they are also contributing not a little to the betterment of civic conditions. You who are interested in this civic betterment can not afford to ignore the direct and indirect influence of the children when they are once aroused to participate in the movement. Furthermore, it is a good investment for the future of Indianapolis to encourage them in well-doing by co-operating with them when they show sufficient interest to undertake a movement of unquestionable value to the city.

It should be understood that whatever the children in the schools are encouraged to undertake in the way of civic activity, it is primarily for the purpose of their own education in civic matters and civic principles. The concrete results in the way of real improvement of civic conditions are merely incidental, though none the less real.

A real situation in Indianapolis has

been seized upon this winter to give the children a practical lesson in civics. If the lesson is successful it will also result in a decided step forward in the direction of a better Indianapolis, even though it is in a matter of minor importance as compared with some of the weighty things with which men concern themselves. One thing is certain, however, and that is that if the step forward is made, and if the lesson in civic principles is successful, it will be because of the co-operation of the older citizens of Indianapolis. Possibly this account of the work of the children will help to secure this co-operation.

SNOW BRINGS DANGER

The snowfalls of this winter have afforded the occasion. The condition of the sidewalks after a fall of snow has a definite relation to safety of life and limb, to ease of transportation and communication, and to civic beauty, all of which subjects the children study in their course in civics. It was easy for the children to see that Indianapolis would be a better city to live in in all of these particulars if the snow and ice were cleaned from the walks.

The boys and girls had already learned that the cleaning of the streets, that is, the roadways, is entrusted by the citizens to a department of government. They now observed the fact that in the case of the sidewalks a different situation exists, for the cleaning of the walks is left to the individual citizen, each for his own little space. In other words, they learned that the responsibility for clean sidewalks in bad weather comes directly home to the individual citizen and can not be shifted, wholly at least, upon a department of government.

Further investigation showed, however, that the matter of cleaning sidewalks of snow and ice is not left to the discretion of the individual. An ordinance was found which commands every citizen to clean the walks in front of the property which he owns or occupies, which applies to vacant lots as well as to others. Few of the children knew that such an ordinance existed. I wonder how many of the readers of this account are aware of it? The boys went to the court house, or the state and city libraries, and obtained copies of the ordinance, which was then reproduced in class. They found, also, that a fine might be imposed for violation of the ordinance.

Observations made on the way to and from school demonstrated that in some of the well-populated parts of the city from 75 per cent to 90 per cent of the walks remained uncleaned. Instances of broken limbs and other injuries were recalled. Some of the children reported personal experiences, as in the case of the boy who fell in melting, muddy ice and so damaged the newspapers he was delivering to customers that he had to buy a new lot.

Such facts led to a discussion of why the ordinance is not observed by citizens, and why it is not enforced by the police. Among the conclusions reached was this: that it is extremely difficult for the constituted authorities to enforce an ordinance of this character without the active co-operation of each individual citizen. Another conclusion was that the constant ignoring and non-enforcement of particular laws tended to establish a habit of disrespect for law in general.

TOOK SHOVELS IN HAND

The upshot of all this was that the children pretty generally wanted to do something about the situation, and proceeded to act accordingly. In the first place, many of them took shovels and brooms and cleaned their own walks. They sprinkled ashes or salt on slippery places. In groups they cleaned walks about school buildings neglected by janitors and repaired to vacant lots whose owners or agents they could not get at. In the second place they talked the matter over at home, in many cases giving their parents their first information about the ordinance. They also called on neighbors and solicited their assistance for better walks

in the neighborhood. The results of this kind of campaign have not been fully learned, but from one school comes the report that fully 75 per cent of the walks were cleaned as a result of the discussion.

In addition to these direct efforts, the children have in some cases sent petitions to the superintendent of schools asking that the co-operation of the press and of the Commercial Club be solicited. The press has already done something to give publicity to the idea and to arouse general interest. It remains to be seen whether the good citizens of Indianapolis will lend their co-operation individually, or in an organized way, to see that the lesson in civics is brought to a successful culmination.

If more snow falls this winter, or the walks become covered with ice, it is reasonably certain that an army of approximately 1,000 children, in small detachments throughout the city, will be doing what they can to clear the paths and to protect life and limb. That army will be swelled, and it will work with the greater enthusiasm in proportion as its members feel that their work is not in vain.

A NOTABLE VICTORY

A notable victory for Indianapolis is made known in the announcement, recently made, of the removal of the offices of the insurance department of the Knights of Pythias from Chicago to Indianapolis. This department brings to Indianapolis a fund of $3,000,000, which will be invested through Indianapolis banks. The department has an income of approximately $250,000 each month, which also will be handled by the Indianapolis banks.

The credit for landing this business institution for Indianapolis rests largely with the Indiana Pythian Building Commission. Recently Harry Wade, grand keeper of records and seal, and Frank J. Dunton, of Lagrange, Ind., went to Chicago and attended a quarterly meeting of the board of control. Other states, hearing of their activity, hurried to Chicago to present their claims, but within a few days came the announcement that Indianapolis had won. This struggle has been going on for ten years among surrounding states, each being anxious to bring the department within its borders. Union B. Hunt, formerly of Indianapolis, is president of the department. He resigned from the State Railroad Commission to take up this work, and may be forgiven if his ear was friendly to the pleading of his friends. The complete list of officers is as follows:

President—Union B. Hunt, Chicago.

General Secretary—W. A. Jenkins, Chicago.

Medical Examiner-in-Chief — George G. McConnell.

Auditor—Samuel O. Smart.

The board of control is composed of the following:

Henry P. Brown, S. C., Cleburne, Texas; George M. Hanson, S. V. C., Calais, Me.; Charles A. Barnes, P. S. C., Jacksonville, Ill.; Thomas J. Carling, Macon, Ga.; Stanley Adams, Louisville, Ky.; Charles F. S. Neal, Lebanon, Ind.; U. S. G. Cherry, Sioux Falls, S. D.; Charles S. Davis, Denver, Colo.

The department will occupy offices in the Indiana Pythian Building, and will employ about seventy-five clerks. The department was organized in 1880, and has paid to the widows and orphans of deceased members nearly $30,000,000.

OPPORTUNITY AT A TRADE SCHOOL

WHAT TECHNICAL TRAINING DOES FOR THE BOY AND HOW HE GETS IT AT THE INDIANAPOLIS INSTITUTE

BY

LANNES McPHETRIDGE

WHAT THE EMPLOYERS HAVE GIVEN

	Total Equipment	Total Scholarships	Annual Subscription
National Association of Lithographers	$25,000	$27,000	$4,000
United Typothetæ of America	60,000	18,000	3,000
National Iron Founders Association	18,000	12,000	3,000
National Metal Trades Association	40,000	12,000	3,000
National Brick-Makers Association	2,000	5,000	2,000
National Tile Manufacturers Association	5,000	5,000	1,500
Total	$150,000	$79,000	$16,500

THE most important civic question that has been before the people of Indianapolis in recent months, and by many regarded as the most important that has arisen here in many years, has been of the Technical Institute, what should be done to preserve its property to the people of the city and the conduct of its administration in the future. J. C. Monaghan, secretary of the Society for the Promotion of Industrial Education, and John Shearer, director of the Ohio Mechanics' Institute, of Cincinnati, in public meetings in this city, have said that Indianapolis has known less about the Technical Institute than has been known in other cities over the country, that its importance in the world of industrial education has not been fully understood in Indianapolis, and that to permit its career to end would be a heavy blow to the cause of trade schools throughout the country.

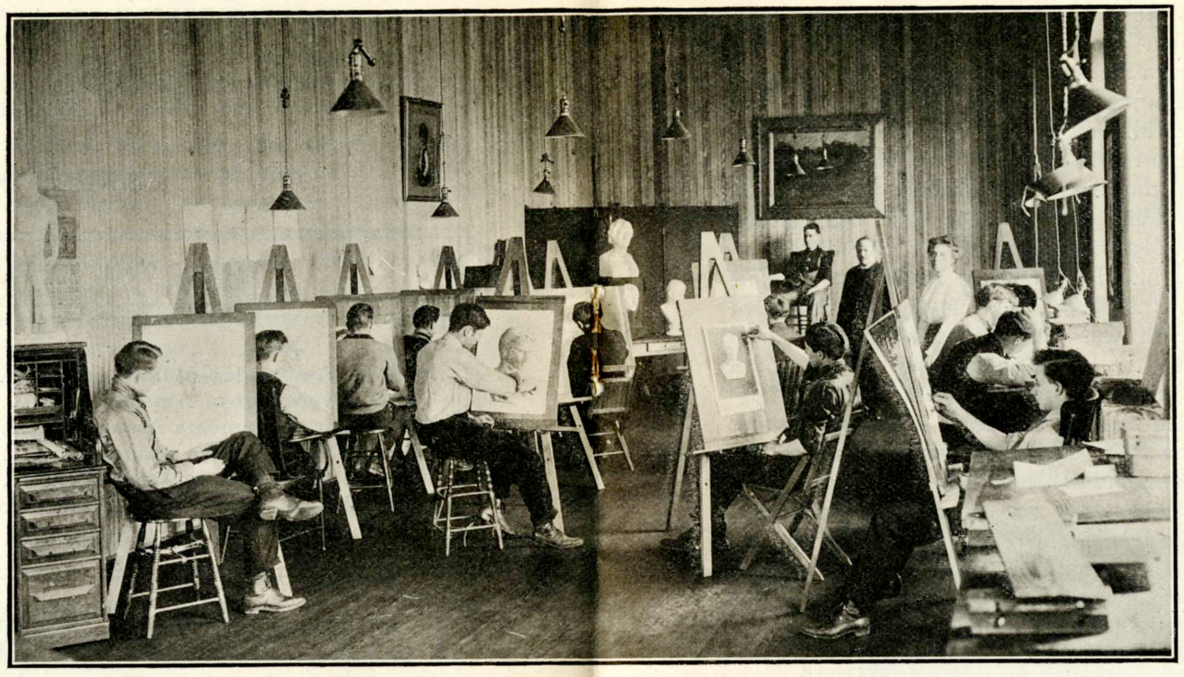
Indianapolis people have recently been getting a good deal of light on the Technical Institute, and there is now a better understanding of its purposes here at home. As have the people of all cities, Indianapolis fathers and mothers, with sons of mechanical bent, have, ever since the Technical Institute began its work five years ago, generally followed the old method of having a practical trade taught their sons. The sons have gone into the workshops of the city under old apprenticeship conditions, and, to mild measure at least, have been breadwinners while they acquired the skill of mechanics. But, during these five years, the Institute has not only opened its shops and equipped them, but has had over 1,800 students—young men who have come from all over the Union, from Canada, Mexico, Central and South America, from Europe and Japan. After obtaining their training in the institute, many of the students from foreign lands have gone back home to benefit the industry of their country with their skill. Yet Indianapolis has had a number of students in the institute's workshops, while a much greater number have come from over Indiana.

From civil war times to 1903 the property now occupied by the Technical Institute was owned by the United States government, which used it for arsenal purposes. During these years the government often had stored in its great buildings equipment for an army of 14,000 soldiers. In 1903 the government, after

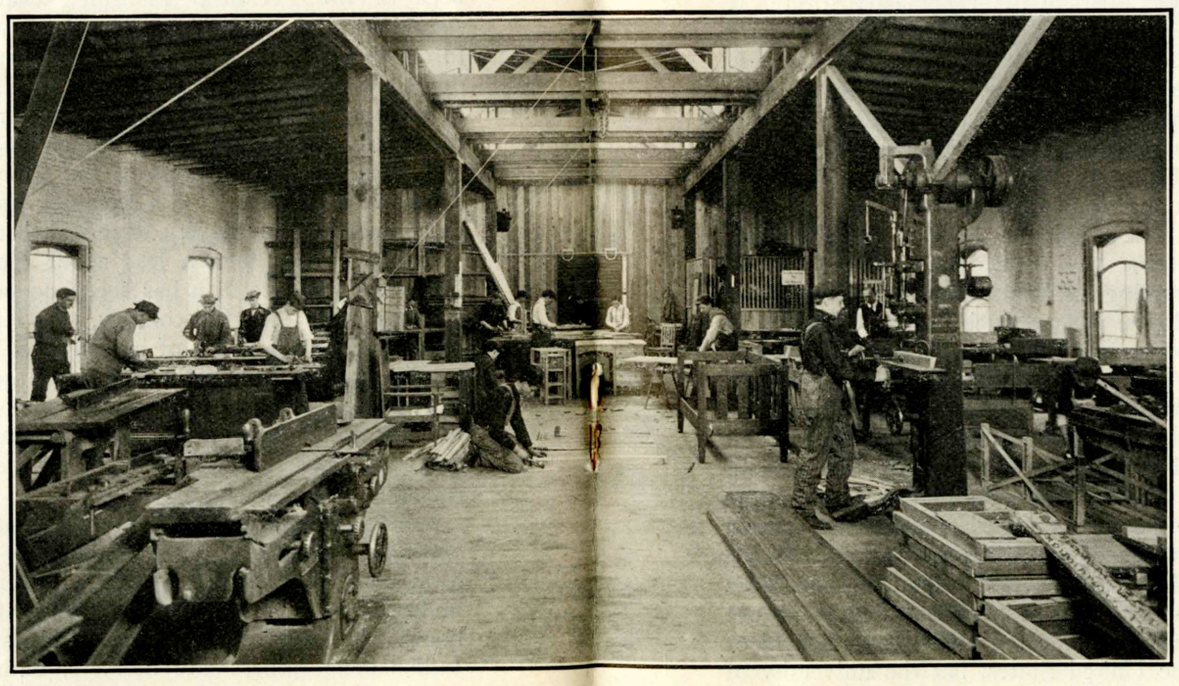
deciding to abandon the place, offered it for sale, and the property was bought in by the people of Indianapolis and some contributors from other cities. The purchase price was $154,000. The government had spent about $750,000 for the buildings alone. With the seventy-six acres of ground, the buildings and the trade school equipment, the institute is now regarded as easily worth $1,000,000. With the change in ownership, the place ceased to be a storehouse for the munitions of war and became a great workshop where the plowshares of peace have been beaten out by young men learning practical trades.

When the government sold the arsenal, the deed was passed to five Indianapolis men, who were to hold it in trust for the people who had given to the purchase fund. The development and management of the institution was turned over to the directors of Winona Assembly, of Winona Lake, who had promoted the idea of converting the property into a trade school. The old management now has passed, and it is an Indianapolis school in the hands of Indianapolis men.

The Technical Institute was more than a pioneer in industrial education in this country. It has been a trail blazer. It has accomplished a number of things which no other institution of its kind has brought about. Soon after it became the Winona Technical Institute—a name which identified it and gave it the support of all the Winona institutions at Winona Lake—the task of turning the old arsenal into workshops began. It is doubtful if there is a group of buildings in Indiana so splendidly built as those erected by the government—big structures of massive strength, built to withstand the marks of time. They were readily adapted to trade school purposes by making minor interior changes. The largest building on the grounds, three stories high, of brick, concrete and steel, with a clock in the tower, was turned into schools for printers and lithographers. The old barracks became the school of



SCHOOL OF ART



SCHOOL OF CARPENTRY

pharmacy and chemistry, the largest school of its kind in Indiana and one of the largest in the country. The big brick barn became a school for tilesetters. All of the six or seven buildings were coupled up with a general steam-heating plant, by a water plant, with a system for electric illumination and power. In these underground improvements in the last five years over $200,000 has been spent. Every machine in every workshop that runs by power has its individual motor, and all of the workshops began with equipment fresh from the hands of the manufacturers.

The institute authorities have from the beginning proceeded with the development of these trade schools on the theory that there are two elements in this country which should be interested—the manufacturers who need skilled workmen, and the young men who should be trained as workmen. The institute soon got on the trail of both. It went before the associations of employers in their national conventions, who had already heard much on the subject of industrial training and who in their own factories felt the need of more and better workmen. These associations proved their interest in trade schools by literally pouring machinery into the shops of the institute to give the young men equipment with which to learn a trade. Many thousand dollars worth of this equipment has been given to the institute, and the institute spent many thousand more to supply what manufacturers did not give. The machinery came in the form of expensive printing presses, typesetting machines, paper cutters and the like for the school for printers. Hand presses and a big power machine for the school of lithographers; a traveling crane, a cupola and similar equipment for the school for molders; machinery for the school for machinists; materials and tools for the school for the tilesetters; laboratory outfits for the school of pharmacy and chemistry—these gifts flowed in like kitchen utensils at a bridal shower.

The associations of employers went much further than this. They showered genuine money in upon the trade schools with the same kind of generosity that had marked the gifts of machinery. The thousands of dollars from this source was for the specific purpose of helping young men pay their tuition in the trade schools. It was to extend a helping hand to the ambitious young man who desired a trade that he might become a breadwinner for himself, and, while he earned his bread, some industrial concern might be benefited by the skilled work of his hands. This money was divided into sums of $100 each—each $100 representing tuition for a school period. If a young man could not pay his tuition, he borrowed the required amount from the scholarship fund. He gave his note, without endorsement, to be repaid out of his wages after he had acquired a trade and had gone to permanent employment. About $5,000 has been repaid on these loans by former students who have gone into the world to help do its work.

MASTERS OF THEIR FATE

There are some glowing stories to be found in the history of young men who have borrowed from this fund, of the hardships they endured while going to school that they might provide for their future. When the institute was installing its system of steam heat, long trenches were dug from the central power house to the different buildings. In these trenches were many students who worked as day laborers during their spare time that they might earn money for board and other expenses while learning trades. Some of them have tended furnaces, have mowed lawns in summer and shoveled snow in winter; some have carried newspaper routes, driven delivery wagons on Saturday, have turned their hands to all kinds of work to earn some extra money —all fired with the same ambition, to rise above the level of the day laborer by training the hand as well as the mind in the institute's workshops.

Three years ago a husky young man went into the institute's iron foundry to learn the trade of a molder. He was poor in purse, but bent on getting ahead in the world. He borrowed from the scholarship fund to meet his tuition. He worked at the heavy, exhausting task of iron molding through the day. He needed pocket money, and to get it he worked at night. In Woodruff Place a new home was building, and nearly 200 loads of earth was used to make a new lawn about it. The young iron molder, and a companion from the same school, shoveled most of this earth after night under the light of an electric bulb which the home-builder held for them, and much of the work was done in the rain. But the iron molder won his schooling. He at once went into an iron foundry in Minneapolis as a molder, and today he is one of the foremen of the concern.

HELPED ANOTHER INSTITUTE

Booker T. Washington heard that there was a school for tilesetters and mantel builders at the Technical Institute. It is a trade that a colored man can acquire about as readily as a white worker. He sent a colored boy from Tuskeegee Institute to learn the trade at the Indianapolis institute, and the boy is now at the head of a similar school at Tuskeegee teaching young men of his race the trade.

The National Association of Hotel Stewards is developing a school for the training of chefs and other hotel employes, and to teach domestic science to nurses and others. This project involves a $200,000 hotel building on the institute grounds, with about $300,000 worth of equipment. This association intends to give $5,000 a year to the scholarship fund.

Trade school development is only in its beginning in America, and immeasurable influences are promoting it. Mr. Monaghan said that the Indianapolis institute has amazing possibilities—that it can not only be made the model trade school of the United States, but the university of trade schools.

ANOTHER CONQUEST OF THE NORTH

FAITH in the future of Indianapolis and a belief that trade and business are expanding to the north of Washington street are personified in William H. Block, who proposes to take the business of the William H. Block Company from its present location on Washington street and install it on Illinois street in a magnificent new eight-story home of its own.

The advance to the north is further illustrated in a remarkable manner in the purchase by the Bobbs-Merrill Company of a lot at 18 East Vermont street, upon which a business building will be erected. This is the "real farthest north." The lot adjoins the First Baptist Church on the east, and was purchased from John T. Lecklider for $45,000. It has a Vermont street frontage of 53 feet, and is 207 feet deep. The negotiations were made and the sale consummated through I. N. Richie & Son. The Bobbs-Merrill lease at the present location on Washington street expires October 1, and it is the intention, by starting work on the new building by March 1, to have the structure ready for occupancy early in the fall. The building will be five stories high and will be designed by Foltz & Parker.

Mr. Block's plans have recently been announced, and with them came the plan of Joseph A. Rink to erect, on the site of the old Young Men's Christian Association Building, a five-story building for his own use.

Thus Illinois street will have two new business blocks in the same square.

WINDSOR BLOCK

In the background is the Claypool Hotel, which is approximately the size of the proposed Block building

Scarcely a week passes without the announcement of some change in ownership of business property north of Washington street, and plans for its improvement. Mr. Block's plans are, however, the most elaborate of any made public for some time. The property to be devoted to the new building is now occupied by the Windsor Block, extending from Court street to Market street along Illinois, a distance of 195 feet. It is 120 feet deep.

Mr. Rink is now a tenant in the Windsor Block, and the progress of Mr. Block's plans depends upon Mr. Rink's movements. Mr. Rink will proceed at

once with the demolishment of the old Young Men's Christian Association Building and proposes to have the new building completed by July 1. He will then move his cloak and suit business into the new building and give Mr. Block possession of the Windsor Block.

The new Block Building will be about the size of the Claypool Hotel, and will, with that structure, make an imposing square from Washington to Market street. Mr. Block will use the building exclusively for his own business, to which he will add many departments. The building will be absolutely fireproof, and special attention will be given to arrangements for lighting. There will be windows on all four sides, this not being possible in many cases where the buildings are smaller and hemmed in on either side by other structures. The plans for the building are to be drawn by Vonnegut & Bohn. It is the intention of Mr. Block to make a trip to other cities with Mr. Bohn for the purpose of studying conditions in large department stores. Such features as may be considered worth while will be incorporated in the proposed building.

Mr. Block believes the day is coming when Illinois street will be the center of a shopping district, and he is only looking into the future in his present plans. His faith in Illinois street is further evidenced by his purchase of two other properties, one north of New York street on the east side of the street for $100,000, and the other at Twelfth street for $25,000.

The building proposed by Mr. Rink for the site of the old Young Men's Christian Association will be a steel structure, faced with Bedford limestone, and fireproof. Adolph Scherer has prepared the plans. The frontage is 76 feet, and the lot is 120 feet deep. Mr. Rink says he will complete the new building by July 1 even if it is necessary to resort to night shifts.

SIXTY-CENT GAS A REALITY

According to a preliminary report issued by the Citizens' Gas Company, genuine 60-cent gas is now being manufactured in Indianapolis. That is, gas is being manufactured by the Citizens' Gas Company and sold at a profit for 60 cents per thousand feet.

Beginning operations in April the company manufactured and sold from its auxiliary plant, water gas at an average cost of 27.6 cents per thousand feet in the holder. The main plant, with the by-product ovens, started late in November, enabling the company to put coal gas in its holder at a cost of one-fourth of one cent per thousand feet. A second battery of ovens, which will be manned by the present force, will further decrease the cost, says J. D. Forrest, secretary and general manager of the company, without causing any added expense.

During December the company sold 17,659,700 cubic feet of gas and its income from gas, coke, tar and gas appliances, was $30,975.10. It is stated that a balance is shown on the right side of the ledger notwithstanding the many handicaps of new machinery, new men and severe weather.

At the first of the year there were 5,504 meters in service. The cold weather interfered materially with the installation of meters but with spring at hand the company looks forward to greatly increased patronage, the improvement of its service, reduction in cost of production and the firm establishment of 60-cent gas as a profitable enterprise.

ZUEBLIN AND HIS CIVIC REVIVAL

THE Commercial Club, organized for the prime purpose of developing the business possibilities of Indianapolis and to expand civic conditions that the city may be a desirable place in which to live, is giving active support to the civic revival which Charles Zueblin will lead here this month and next. Mr. Zueblin is to speak at the Propylæum four times, and his coming has prompted general interest among organizations and individuals who are working for the common good of the city.

MR. ZUEBLIN AT HOME

Mr. Zueblin's subjects have been chosen especially for his addresses here, and what he will have to say is expected to be particularly applicable to civic, municipal, business and educational affairs of Indianapolis. The city has evidently entered upon a new era, and when Mr. Zueblin speaks on "The Twentieth Century City," on February 19, he will bring forward many fresh suggestions on what a growing city should do to improve its appearance and general environment. On February 26 he will speak on "The Fellowship of the Common Life," a subject in which all Indianapolis is interested.

In his address on March 5, Mr. Zueblin will speak on "The Over-Specialized Business Men and Public Morals," and the purpose of his discussion will be to quicken the active thinkers of the city and to stimulate the sluggish thinkers. Public morals have long been a live topic in Indianapolis, and various forces are always at work in the effort to uplift them. Mr. Zueblin's last address, on March 12, will be on "Saving and Spending," which will doubtless be one of his most popular topics. Tickets for the full course of four addresses are $1.50 each, and they may be had of the Commercial Club secretary. The sale is limited to 600 tickets, the capacity of the Propylæum hall.

Mr. Zueblin was born in Indiana, but his life has been spent out of the state. He had an unusual education in different colleges, and for many years held the chair of sociology in the University of Chicago. He has been president of the American League of Civic Improvement, and his membership on the Chicago Park Commission has led him into public park and playground movements, something that many Indianapolis people are at present interested in. Mr. Zueblin is a brilliant orator, as well as an authority on civic questions. His knowledge is the result of research in many cities.

WHY THE MAYOR CLOSED THE SALOONS

MAYOR SHANK will go down in history as the man who closed the Sunday saloons in Indianapolis and made offending saloon-keepers go to church. That, if nothing more. Others have said that it could not be done. Mayor Shank says it can and will.

In some quarters a question has been raised, Why is he doing it? Mayor Shank has a curious reason for his activity in this direction and he tells it very freely.

"I am doing it because the law says I've got to. That's all there is to it. I took the oath of office as mayor of Indianapolis, and in that oath I said I would enforce the law. The law says the saloons shall not do business on Sunday, and they're going to obey the law. That's all there is to it."

Arrived at this decision Mayor Shank cast about for means to his end. He read the law again, and, in connection with penalties for violations, he encountered the words "shall revoke or suspend," applying, of course, to the offending saloon-keeper's license.

He weighed the two words, considered them, and made his decision. He chose the word "suspend." It is doing the business.

"I was just looking through the law," says the mayor, "and I found it there, 'Revoke or suspend.' That put it up to me. There was no other way—nothing about waiting for a certain number of convictions. If the man is guilty it is my duty to suspend or revoke his license. I've just got to do it."

So, that's how it all came about. Mayor Shank says the saloon question does not worry him a bit. He regards it as already solved. Thus:

"It don't worry me one minute. They will close on Sunday and obey [illegible] while I am mayor of [illegible]. They've got to do this or get out of business. Why, some one came to me and asked if this was going to be another Denny administration. I told him it was going to be worse. And it isn't going to be done with plain-clothes men. We are going to do it with patrolmen and officers in uniform — buttons, badges, helmet and all. They believe that they can escape. Perhaps they can for a while, but, sooner or later, we will get them."

Mayor Shank realizes that his saloon crusade has been somewhat of a surprise to the citizens of Indianapolis. There had been no advance notice, no tooting of horns. Perhaps he had other surprises in store for the people of Indianapolis. He was asked.

"No; no more cranky notions, but I'm going to regulate this whisky business."

Then came the ugly thought that this may be a spasm of reform. The thought found words, and Mayor Shank heard them.

"You're going to serve four years—fifty-two Sundays in each year. That's 208 Sundays. The last fifty are a long way off. Will that suspended license idea be in good working order then?"

"It's going to get worse every Sunday," said the mayor. And then he surrendered himself to a man who had a friend who had been very active in the Fourth Ward during the city campaign.

HIS AUTHORITY

"He (the mayor) shall, upon reasonable notice of not less than three days to the person complained of, hear any complaint against any person to whom a license has been issued * * *.

"Upon the hearing, if it shall be found that the person complained of has wilfully violated any of the terms or conditions of his license, or has wilfully done, authorized or permitted to be done, any act in violation of the law or the ordinance of such city relating to the business or place of business licensed, the mayor shall revoke or suspend such license."

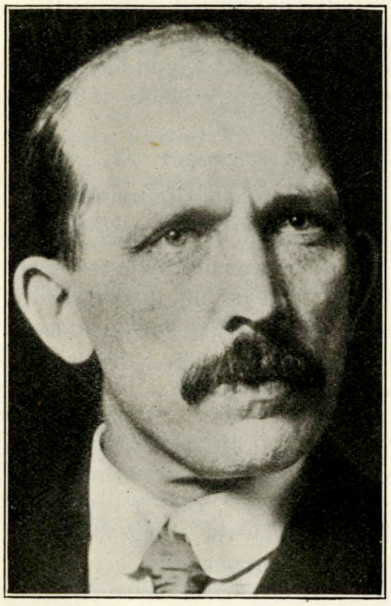
—Acts of 1905, page 266, subsection 8.

Lewis Is Re-Elected

Thomas L. Lewis has been re-elected to the presidency of the United Mine Workers of America, and the prospects for amalgamation with the Western Federation of Miners are bright.

On December 1 the Miners had $470,000 on deposit in four of the banks here. This amount represents a surplus on hand, over and above the actual expense of running the offices.

During the last eight years there has been an average of $650,000 in the banks,



THOMAS L. LEWIS

and there has been times when the surplus reached more than $1,000,000. The decrease at the present time is due to the fact that during the Lewis administration there has been no special assessments for strike benefits.

There are about 265,000 members in the organization and each pays 25 cents a month into the national treasury, making the income to Indianapolis $66,250 each month.

During the conventions of the last seven years there has been an average attendance of 1,100 miners. There were a few more this year, approximately 1,300.

There are twenty-six members of the National Executive Board, who come here four times each year.

An All-Star Convention

No more important gathering of educators was ever arranged for Indianapolis than the convention of the Department of Superintendence of the National Educational Association, in conjunction with the American School Hygiene Association, which will be held here March 1, 2, 3 and 4.

Two distinct ideas are represented in the joint convention, but so closely are they being associated in modern thought that the two now go hand in hand, and the wisdom of a joint convention is readily seen. One idea deals with the education of the nation's young people. The other looks to their health.

A glance at the programs arranged for the meetings reveals a bewildering array of noted names. It is truly a case where all are "headliners"—all "stars." Names known from one end of the country to the other in educational work are to be found. College presidents and state officials are there in profusion. They come from the state of Washington, they come from Massachusetts. Every state yields its best and most advanced thought for the common benefit to be derived from the addresses and discussion of the joint meeting.

Among the speakers for the Department of Superintendence are A. Ross Hill, president of the University of Missouri; Ella Flagg Young, superintendent of the Chicago Public Schools; James H. Robinson, Columbia University; W. H. Maxwell, superintendent of the New York city public schools, and Edward C. Elliott, University of Wisconsin. The programs in which these speakers participate deal solely with educational affairs.

The health of the students is to be discussed by the members of the American

School Hygiene Association, which was organized in Washington May 6 and 7, 1907. Many of the organizers are of national, and a few of international prominence. Among them are to be found: Prof. G. Stanley Hall, president of Clark University; Dr. Charles Harrington, professor of hygiene at Harvard University; Dr. Abraham Jacobi and Prof. George Meylan, both of Columbia University. Also Dr. John H. Musser, who is the author of a standard work on medicine and professor of medicine in the University of Pennsylvania; Henry P. Walcott, LL. D., M. D., president Massachusetts State Board of Health; Dr. William H. Welch, professor of pathology at the Johns Hopkins University and president of the American Medical Association; Nicholas Murray Butler, M. D., president of Columbia University. These are a few of the eminent men who organized and who belong to this association. Woods Hutchinson, M. D., is one of the distinguished men who will speak during the meeting.

The object of this association is to study and to bring before the people of the United States the important matter of caring for the health of school children.

The men who give their time to the association do so entirely because of philanthropic motives. Dr. John H. Musser is president. He will leave his business in Philadelphia, pay his own expenses and give his time solely for the purpose of discussing how to conserve the vital energy of little children.

Are You a Booster?

Of course, you can be a "booster" and still remain at home. But a great big trainload of active, live "boosters" will leave Indianapolis February 15 on the Indiana-Mexico Special for a twenty-one days' trip through the Southwest and Old Mexico. It is to be an advertising and a pleasure trip combined. You can't help but have a good time, and likewise you can't help but advertise Indiana.

The train itself will be a splendid testimonial to the way they "do things" in the Hoosier State. It is the train which was built expressly for the Japanese commissioners and used by them in their tour of the United States. No finer train ever went out of Indiana. H. R. Daly and Clarence D. Boyd vouch for this. They are responsible for the interest which has been aroused in the trip and will make it a success.

The excursion will give Indiana merchants an opportunity to get into direct touch with the people of the territory to be visited and to distribute advertising literature. The Commercial Club has indorsed the trip and would like to go itself —from page to president—if there were only time and room.

Up to the Contractor

The Board of Works has furnished a fine example of its ability to transact business with neatness and dispatch in its disposal of the proposed public comfort station. Bids which had seemed too high had been rejected by a former board. There was a field for endless conjecture and argument. In the midst of this new bids were sought, received and accepted —one, two, three! Before discussion was well under way the thing was done. It is settled. Indianapolis is to have that station. The general contract, which includes everything but the plumbing, was let to W. F. Stilwell for $11,961.24; the plumbing to Hayes Bros., for $3,697.

Foltz & Parker are the architects, and with their commission of 5 per cent, the total cost of the station will come well under the appropriation of $20,000. The station is to be built underground in Kentucky avenue, near the intersection of Illinois street. It is the intention of the contractor to build a temporary frame shelter over the site, and thus enable his men to work in all kinds of weather. Under these conditions it is believed that the station can be completed within three months.

COMING EVENTS

Henry Van Dyke Lecture	February 12
State Jewelers' Ass'n	February 14
Indiana Retail Hardware Ass'n	February 15
Normal School Presidents	February 16
Charles Zueblin Lecture	February 19
Ice Manufact'rs Ass'n of Indiana	February 23
Indiana Sanitary and Water Supply Association	February 25
Dep't Superintendence, National Educational Association	March 1
American School Hygiene Ass'n	March 1
Royal Arcanum Grand Council	April 28

It was with great regret that the Manufacturers' Bureau of Indiana was compelled to announce the inability of Senator Nelson W. Aldrich to appear in Indianapolis, as previously arranged, January 20. A sudden illness, and the necessity for recuperation and rest, caused the disarrangement of the plans and a cancellation of the engagement just at the time when the formal invitations had reached the hands of those who were expected to hear his address. It was afterward announced by J. L. Ketcham, president of the Manufacturers' Bureau, that the meeting would be postponed until Senator Aldrich was able to be present.

The Indiana Association of Postoffice Clerks will hold its annual convention in Indianapolis May 30. Most of the first and second class postoffices are represented in the association. Invitations will be extended to Senators Beveridge and Shively, all of the Indiana representatives in congress, the postmasters of the larger Indiana cities and other postoffice officials.

A conference of the presidents of all accredited normal schools of Indiana will be held in the office of Robert J. Aley, State Superintendent of Public Instruction, Wednesday, February 16. The call for the meeting was issued by Superintendent Aley. Courses of study will be discussed.

Problems involving the operation of waterworks plants, the disposal of sewage and the pollution of streams will be discussed at the meeting of the Indiana Sanitary and Water Supply Association, to be held in Indianapolis February 25. H. E. Barnard is president of the association. Organizations from neighboring states will be entertained. Among those on the program are Dr. Edward Bartow, a member of the State Water Survey of Illinois; J. W. Alvard, consulting engineer, Chicago; George W. Fuller and G. W. Johnson, consulting engineers, of New York; C. A. Brown, of the American Steel and Wire Company of Chicago; B. R. Richards, state chemist of Ohio, and R. L. Sackett, of Purdue University.

Business Briefs

Soon after the first of the year announcement was made of the purchase by the W. J. Fischel Company of the business of Saks & Co., which for years has been conducted in the Saks Building, at Washington and Pennsylvania streets. The new company started things with a hurrah and the slogan, "Come in and snoop around a bit." Lots of people snooped.

John E. Hollett, who has for several years been a member of the legal firm of Ayres, Jones & Hollett, has withdrawn to form a partnership with Merle N. A. Walker. Mr. Walker was formerly judge of the probate court, and has recently accepted the position of city attorney under the Shank administration.

Crawford Fairbanks has bought the property at 18-20 East Washington street, occupied by the Badger Furniture Company. He paid $265,000 for a frontage of 32 feet 3½ inches, or $8,206.44 a front foot. This is the second highest price ever paid for Washington street realty. The property bought by Mr. Fairbanks was owned by Franklin Vonnegut and his three sons—Arthur, Felix and Theodore—and Carl Von Hake, and the sale was made through John Wocher & Bro.

The Montgomery homestead, near Illinois and Twentieth streets, has been purchased by George W. Brown from M. H. Spades, of Chicago, for $12,000.

Growing business has made necessary an addition to the brush and broom company's factory, at Brush and Market streets. George Lemaux, Jr., is president of the company. The addition, now under construction, will be of brick and will cost $8,000. It will be equipped with modern appliances and will employ from 75 to 100 workmen. Wolf & Ewing are the contractors. Frank B. Hunter is the architect.

The contract for the interior work and material for the new postoffice at Belleville, Ill., has been awarded to the Foster Lumber Company, of Indianapolis. This is the fifth postoffice contract now being filled by the company.

The Indianapolis Glove Company is erecting a new four-story building for its own use at Michigan and Liberty streets. The company has, after five years of business in Indianapolis, outgrown its quarters in the Majestic building. The new factory and the site represent an expenditure of $42,500. The William P. Jungclaus Company is the contractor and George V. Bexell the architect.

Crate D. Bowen, who retired as city attorney last week, has formed a partnership with C. S. and G. L. Denny, attorneys in the Pythian building. The new firm is known as Denny, Bowen & Denny.

The T. B. Laycock Manufacturing Company has realized the advantage of attaching a wide-awake publicity man to its sales department. This position has been accepted by a young

man eminently qualified for the work—Carl Hunt, who for ten years has been engaged in newspaper work in Indianapolis. For the last seven years he had been with the Indianapolis Star and is widely known.

The net surplus of the German Fire Insurance Company was increased last year by over $20,000. The annual meeting was held last month, and the following officers were elected: Theodore Stein, president; William F. Kuhn, first vice-president; Ferdinand A. Mueller, second vice-president; Lorenz Schmidt, secretary; Theodore Reyer, treasurer, and Oscar Schmidt, assistant secretary.

Harry B. Marsh has disposed of his holdings in the Sanborn-Marsh Electric Company, and the name will be changed to the Sanborn Electric Company. George M. Sanborn is president and A. W. Sanborn is secretary of the company.

The Annual Election

With three complete tickets in the field the race for eight places on the Commercial Club's board of directors has been exciting as well as pleasant. No sooner had the nominating committee posted the regular ticket for the ensuing term of two years than independent ticket No. 1 sprang into existence; then came independent ticket No. 2.

Good men and true, all of them. And may the best man win. The election will be held in the Commercial Club's billiard and chess room, between the hours of 10 A. M. and 4 P. M. on Feb. 14.

The nominating committee, composed of William J. Mooney, H. C. Atkins, Hilton U. Brown, Frank S. Fishback and James W. Lilly, announced the following regular ticket:

John N. Carey, president Stewart-Carey Glass Company.

Lewis A. Coleman, of Holtzman & Coleman.

John H. Furnas, president J. H. Furnas & Co.

Henry Jameson, physician and president Board of Park Commissioners.

Charles J. Lynn, general manager Eli Lilly Co.

W. K. Stewart, president W. K. Stewart Co.

Ross H. Wallace, cashier Union National Bank.

John R. Welch, real estate and insurance.

Independent ticket No. 1 follows:

Ralph Bamberger, attorney.

J. H. Reed, jeweler.

John D. Brosnan, merchant.

W. M. Carlin, Carlin & Lenox.

H. R. Ihrie, manager American Type Founders Company.

A. F. Kleinschmidt, president Builders' Supply Corporation.

Herbert W. Foltz, architect.

W. W. Richardson, assistant general passenger agent of the Pennsylvania lines.

Independent ticket No. 1 was vouched for by A. W. Conduitt, M. W. Hopkins, A. C. Metcalf, V. G. Clifford, W. S. Garber, John L. McMaster, Leonard K. Quill, Albert Sahm, Oscar L. Pond, Augustus Jennings, M. J. Dobson, O. E. Harlan, Ralph K. Smith and George Seidensticker.

Independent ticket No. 2 follows:

Frank L. Bridges, the Bobbs-Merrill Company.

Jefferson Caylor, Indiana Wire Bound Box Company.

W. M. Fogarty, president Fidelity Trust Company.

Cassius C. Hadley, judge Indiana Appellate Court.

Joseph A. Minturn, patent attorney.

Edwin G. Richey, State Mutual Life Insurance Company.

William A. Walker, jobbing confectioner.

H. H. Woodsmall, of H. H. Woodsmall & Co.

This ticket was indorsed by J. I. Holcomb, G. A. Hill, H. H. Symmes, H. B. Patton, H. A. Mansfield, J. L. Gavin, A. D. Pratt, F. W. Olin, H. O. Winter, F. R. Pixler, L. S. Woodbridge, T. F. Carson, John W. Robbins, R. B. Hilleary and E. G. Holmes.

Following the election of directors the annual meeting of the membership will be held in the assembly room at 7:45 P. M. Reports of the year's work will be heard and there will be a smoker and a special program.

Death of E. H. Eldridge

Edward H. Eldridge, president of the E. H. Eldridge Lumber Company, died at his home Monday morning, January 24. Mr. Eldridge had occupied many places of honor during his life and was held in high esteem by his friends and business associates.

The board of directors of the Commercial Club at a meeting Tuesday, January 25, adopted the following memorial:

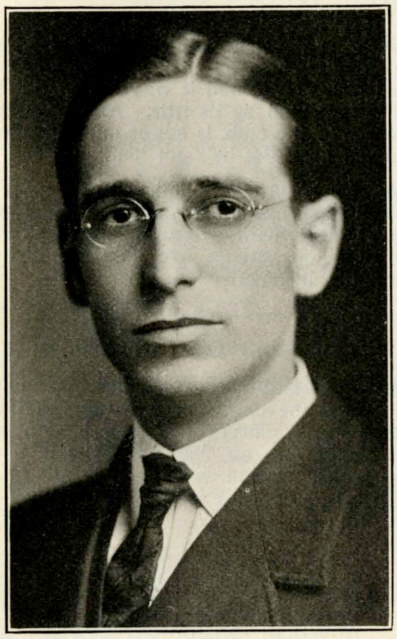
In the death of Edward H. Eldridge the city of Indianapolis has lost one of its most valued citizens. He was from the days of its foundation a loyal member of the Commercial Club, and served with distinction on its board of directors. His record was one of unswerving devotion to the best interests of the city which he loved and served with unselfish public spirit, and with all a modesty that endeared him to every man with whom he came into personal contact. With sterling honor in all his dealings, of a strong and progressive character in the cause of right and justice, he combined the qualities of an amiable and lovable personality. His life was a noble example of a business gentleman, a generous friend and a public-spirited citizen. To his bereaved family we extend our sincere heartfelt sympathy.

All Records Broken

The 1909 membership committee of the Commercial Club has the distinction of having obtained the largest number of new members in any one year in the history of the club. Three hundred and forty applications were presented through the committee during the fiscal year. In appreciation, the directors entertained the committee at dinner on the evening of January 21. President Walton L. Dynes acted as toastmaster, and responses were made by R. B. Hilleary, William Fortune, Judge C. C. Had-

ley and Frank L. Bridges, chairman of the membership committee, who responded in behalf of his committee in appreciation of the praise voiced by the other speakers.

Governor Thomas R. Marshall became a member of the Commercial Club during the last month. The application of his secretary, Mr. Mark Thistlethwaite, was also received. These expressions of interest in Indianapolis and her institutions are substantial and lend real encouragement.



FRANK L. BRIDGES

Chairman Membership Committee

The following have been elected to membership in the club since January 1:

W. H. Applegate, traveling salesman
Layton C. Bentley, M. E. Church, district superintendent
Armin A. Bohn, J. F. Wild & Co., bond salesman
J. Britz, L. S. Ayres & Co.
J. D. Brunner, president Indiana Business College
Joseph W. Buchanan, wagon manufacturer
William B. Burford, Jr., W. B. Burford
George S. Carll, manager Royal Garment Company
F. O. Climer, director printing Technical Institute
Charles C. Cling, manager Indiana Business College
Griffith D. Dean, Dean & Trook, attorney
William A. Dehority, state examiner
W. C. DeMiller, Indianapolis Sun
George L. Denny, C. S. and G. L. Denny, attorney
C. L. Dietz, C. L. Dietz & Co., brokers
Francis O. Dorsey, Tucker-Dorsey Manufacturing Company, physician
Joseph P. Durham, Daniel Stewart Drug Company
J. R. Erganbrighter, druggist
Sol H. Esarey, assistant reporter supreme court
Edward W. Felt, attorney
D. F. Fradette, agent Merchants' Heat and Light Company
Elmer F. Gay, Pettis Dry Goods Company
James E. Glass, Jr., 613 Terminal Building
Galen C. Goebel, agent Detroit Graphite Company
Joseph F. Goodman, 261 East Washington street
Asher W. Gray, Gray, Gribben & Gray, jeweler
John Gutman, care L. S. Ayres & Co.
William A. Guyer, real estate and insurance
R. E. Halderman, manager Chamberlin Metal Weather Strip Company
John E. Hampton, president Hampton Printing Company
Charles B. Hauk, George W. Pangborn, insurance
Charles Herdrich, Indianapolis Tool and Manufacturing Company
William Agnew Hoefgan, Taylor Carpet Company
F. A. Holmes, dentist
John B. Holton, investments and loans
Kirke Howe, care State Life Insurance Company
Ernest W. Hunt, manager New York Life Insurance Company
Charles L. Hutchinson, Board of Public Works
F. H. Hutchonson, care L. S. Ayres & Co.
Sylvester Johnson, Jr., engineer Bedford Stone and Construction Company
William H. Johnson, physician, president council
John J. Keegan
Edwin R. Kibler, dentist
Howard Kimball, city controller
John B. Kirlin, agent Pennsylvania Railway Company
H. D. Kramm, secretary Pioneer Brass Works
Edwin G. Kyte, physician
M. M. Lain, proprietor Lain Business College
J. G. LaRue, LaRue Lumber Company
Charles G. Maas, Maas-Neimeyer Lumber Company
J. F. McClure, State Railroad Commission
Lannes McPhetridge, newspaper publicity
Charles Maier, hardware and tinner
Milton W. Mangus, attorney
Thomas R. Marshall, Governor of Indiana
Carl H. Milam, secretary Public Library Commission
Cornelius A. Monks, vice-president H. C. Smither Roofing Company
J. H. Moore, manager German Insurance Agency
J. R. H. Moore, department of history, M. T. H. S.
Samuel W. Moore, salesman Hydraulic Press Brick Company
J. P. O'Mahony, publicity agent Rogers Sales Company.
William B. Paul, Paul & Paul, attorney
G. B. Peterson, city passenger agent C., H. & D.
Harry H. Pierce, H. H. Pierce & Co., building material
Harry Plummer, agent Monon Railway
Albert T. Potter, E. C. Atkins & Co.
Herbert Power, Taylor Carpet Company
George M. Ray, publisher the Herald
John B. Redwine, Jr.
W. H. Rhodehamel, secretary-treasurer Commercial Travelers' Association of Indiana
Harry L. Robbins, real estate
William H. Roberts, county commissioner
Herman H. Schulz, secretary-treasurer Balke & Krauss Company
R. N. Selby
Michael C. Shea, merchant
Henry M. Stackhouse, assistant manager Crane Company
John Stewart, plumber
Everett W. Trook, Dean & Trook, attorney
F. C. Walker, physician
N. T. Washburn, president Model Laundry Company
Carl E. Wood, attorney
Charles F. Zwick, president Indianapolis Glove Company

What They Say

I have received two copies of FORWARD! and wish to congratulate you on its neat mechanical make-up and also on the excellence of the articles it contains.—A. B. Lipscomb, Secretary The Louisville Commercial Club.

FORWARD! the Magazine for Indianapolis, is a notable addition to the growing number of organization publications. This latest one to be received by *Pacific Northwest Commerce* is published by the Indianapolis Commercial Club. The cover bears a reproduction of Benjamin Harrison, former president, who stamped Indianapolis as "no mean city." The table of

contents bristles with interesting contributions. One of them, "Banishing the Shadows," telling how other cities light their business streets, refers to Seattle's cluster system. FORWARD! should prove a good spokesman for the Indianapolis Commercial Club in the hands of its able editors, Merle Sidener and Guernsey Van Riper.—Pacific Northwest Commerce.

I notice Governor Marshall says in the last issue of FORWARD! that the time is ripe for elevated roads for interurbans. He sounds the keynote. It will come and must come in the course of the FORWARD! movement.—Charles N. Wilson, President the American Engineering Company.

No. 2, Vol. I, of FORWARD! just received. My regular work was cast aside in my desire to read what my dear old "no mean city" was doing. I look forward to the receipt of this magazine and the pleasure it brings, and even the advertisements receive my perusal. The Commercial Club is doing a great thing in the publication of so clean, so up-to-date a magazine, and I take pleasure in placing it here in the hands of those interested in what a truly up-and-doing city is about.—Roy D. Allison, Omaha, Neb.

We congratulate you on the name and contents of your new magazine FORWARD! It looks good to the writer.—William A. Gibson, Executive Secretary the Chicago Association of Commerce.

With the appearance of the second number of FORWARD! the municipal magazine published by the Commercial Club, comes additional evidence that the purpose of the publication is a worthy one. The contents of the current issue, from the leading article by Governor Marshall to the shorter items on the last pages, breathe a spirit of civic progress. No more effective movement for the general advancement of Indianapolis has been promoted in many years, and it is due to the Commercial Club that our citizens generally should demonstrate their approval of the unselfish effort to give the city an official organ in which to exploit its advantages.—Indianapolis Star.

I think Indianapolis should take great pride in a magazine devoted to her interests and conducted on the high plane which FORWARD! occupies.—Felix T. McWhirter.

I beg to acknowledge with thanks the receipt of your excellent little magazine, and I hope to be continued on your list. Governor Marshall's contribution in the January number is a literary gem, and I trust we shall hear from him again. I congratulate the club, and in particular the staff of FORWARD!—The Rev. Raymond R. Noll.

FORWARD! will mean much to the welfare of the city. The men behind it are determined to advance the interests of Indianapolis, and should receive the hearty support of wide-awake citizens. To keep pace with the business development which will result, the churchmen of the city should unite and push religion "Forward" and win men for Christ.—Herbert M. Adkinson.

The Other Fellows

The Seattle (Wash.) Chamber of Commerce is in the front rank of progressive commercial organizations, and is sponsor for a very attractive magazine, *Pacific Northwest Commerce.* Its scope is somewhat broader than the usual publication of its class, being, as its name indicates, devoted to the commercial upbuilding of the Pacific Northwest. It is edited by a former Indianapolis young man, H. O. Stechhan, to whom credit is due for the attractive appearance and value of the magazine and its contents.

Ginger is the new publication of the Louisville Commercial Club. The first number was issued last month, and it was full of the commodity indicated by its title. A. P. Lipscomb, secretary of the club, is editor and manager of the magazine. Bet he's got his hands full.

The American City, published in New York, is a municipal magazine conducted along broad lines. It deals with civic problems all over the country. The articles are ably handled and thoroughly instructive.

Banks and Trust Companies

The banks and trust companies of Indianapolis started the new year with an election of directors and officers last month. In most cases there were no changes, while in one or two a reorganization was effected. The officers and directors of these institutions, as they now stand, follow:

CONTINENTAL NATIONAL

George F. Quick, President.
Mord Carter, Vice-President.
Brandt C. Downey, Cashier.
Arthure H. Taylor, Assistant Cashier.

Directors—William D. Allison, Indianapolis; Benjamin W. Anderson, Plainfield, Ind.; Bert A. Boyd, Indianapolis; Mord Carter, Plainfield, Ind.; Sylvanus Cockefair, Connersville, Ind.; Lewis A. Coleman, Indianapolis; Henry Dollman, Indianapolis; Brandt C. Downey, Indianapolis; Edward D. Evans, Indianapolis; John H. Furnas, Indianapolis; John W. Holtzman, Indianapolis; Jesse Kellum, Indianapolis; Ferdinand A. Mueller, Indianapolis; George J. Nichols, Petersburg, Ind.; George F. Quick, Indianapolis; William H. H. Quick, Anderson, Ind.; Daniel Rosenbaum, Anderson, Ind.; William H. Scheiman, Fort Wayne, Ind.; Joseph Zeigler, Anderson, Ind.

CAPITAL NATIONAL

Frank D. Stalnaker, President.
Andrew Smith, Vice-President.
Gwynn F. Patterson, Cashier.
LeRoy Kahler, Assistant Cashier.
John F. Kurfiss, Auditor.

Directors—A. Q. Jones, John J. Appel, Sol Meyer, James W. Lilly, A. G. Lupton, E. I. Fisher, H. J. Milligan, E. W. Bassett, W. H. Powell, Frank D. Stalnaker and Andrew Smith.

AMERICAN NATIONAL

John Perrin, President.
Evans Woollen, Vice-Pres. and Counsel.
H. A. Schlotzhauer, Cashier.
Theodore Stempfel, Assistant Cashier.
C. W. Minesinger, Assistant Cashier.
Oscar P. Welborn, Assistant Cashier.
George Q. Biegler, Auditor.

Directors—Frederick M. Bachman, Hervey Bates, Hervey Bates, Jr., James I. Dissette, Frank W. Lewis, John Perrin, Joseph C. Schaf, Henry Severin and Evans Woollen.

H. H. Woodsmall & Co.

Casualty and Fire Insurance and Surety Bonds

STATE AGENTS
United States Casualty Company
Illinois Surety Company

Law Building, Indianapolis

INDIANA NATIONAL

Volney T. Malott, President.
Henry Eitel, Vice-President.
Macy W. Malott, Second Vice-President.
Edward D. Moore, Cashier.
Thomas H. Kaylor, Assistant Cashier.

HAUGHVILLE BANK

E. W. Burris, President.
T. C. Dow, Vice-President.
J. L. Duvall, Cashier.
W. A. Underwood, Assistant Cashier.

MEYER-KISER BANK

Sol Meyer, President.
Sol S. Kiser, Vice-President.
Grace Jackson, Cashier.
W. C. Johnson, Manager Bond Dept.
Directors—Volney T. Malott, Henry Eitel, John H. Holliday, George B. Yandes, William J. Holliday, Charles H. Brownell, Hiram P. Wasson, Arthur V. Brown and Edward L. McKee.

COLUMBIA NATIONAL

Frank M. Millikan, President.
A. A. Barnes, First Vice-President.
L. P. Newby, Second Vice-President.
W. F. C. Golt, Cashier.
W. K. Sproule, Jr., Assistant Cashier.
H. B. Wilson, Assistant Cashier.
Directors—A. A. Barnes, George T. Dinwiddie, H. B. Gates, James P. Goodrich, T. B. Laycock, Frank M. Millikan, H. W. Miller, Bert McBride, L. P. Newby, E. H. Tripp and R. P. Van Camp.

MERCHANTS' NATIONAL

O. N. Frenzel, President.
J. P. Frenzel, Vice-President.
Fred Fahnley, Second Vice-President.
O. F. Frenzel, Cashier.
J. P. Frenzel, Jr., Assistant Cashier.
Directors—J. F. Failey, Frederick Fahnley, Albert Lieber, Paul H. Krauss, John P. Frenzel, Otto N. Frenzel and Henry Wetzel.

FLETCHER NATIONAL

S. A. Fletcher, President.
W. A. Hughes, Vice-President.
Charles Latham, Cashier.
R. K. Smith, Assistant Cashier.
G. H. Mueller, Assistant Cashier.
Directors—S. A. Fletcher, W. A. Hughes, Charles Latham, R. K. Smith and G. H. Mueller.

PEOPLE'S STATE BANK

Felix T. McWhirter, President.
Felix M. McWhirter, Cashier.
Directors—William H. Moore, L. F. McWhirter, Dr. Frank F. Hutchins, Felix M. McWhirter and Felix T. McWhirter.

After the Theater, or
Whenever You Elect, a Table is Waiting for You in

THE CAFE
of the
Hotel Kingston

Formerly the Circle Park

Number 35 Monument Place
Conducted by MRS. A. J. TRON

Perfect Service—Excellent Cuisine

A Quiet Place in the Business District

The Cohea-Bramwood Press
312 State Life Bldg., Indianapolis

DON'T BE FOOLED by the mistaken notion that because we do "CLASSY" printing, we only do the kind that is dreamed about and seldom used for practical purposes.

REMEMBER, we handle all classes of commercial printing, such as office stationery and selling literature. We handle it right and at right prices. Give us a trial at your work and you will remain our regular customer from choice.

The Cohea-Bramwood Press
Either Phone Will Bring Us—Old, Main 2484; New, 5773

Everything For Every Sportsman
"THE SPORTSMAN'S STORE"
GUS HABICH, 142 E. Washington Street

The National Safe & Lock Co.
Safes and Vaults and Allied Goods
All Kinds and Sizes. Goods First Class. If interested write
G. G. DERBYSHIRE, STATE AGENT
125 East Market Street

BE FOR INDIANAPOLIS

Overland and Marion

AUTOMOBILES ARE

MADE HERE AT HOME

AND

AVDERTISE INDIANAPOLIS ABROAD

THE CARS FOR INDIANAPOLIS

J. F. WILD & CO.

J. F. Wild, President.
W. F. McNairy, Vice-President.
L. G. Wild, Cashier.
C. F. Siegrist, Assistant Cashier.
Directors—J. F. Wild, W. F. McNairy and L. G. Wild.

FOUNTAIN SQUARE STATE BANK

William Nackenhorst, President.
Charles H. Stuckmeyer, Vice-President.
H. J. Budenz, Cashier.
Directors—Henry R. Martin, Frank Myers, Frank P. Baker, Walter Dunn, William Nackenhorst, Charles H. Stuckmeyer and H. J. Budenz.

MERCANTILE BANKING COMPANY

R. J. Espy, President.
J. T. Bymaster, Cashier.
Directors—R. J. Espy, J. T. Bymaster, Omer U. Newman, J. G. Paul and O. B. Bymaster.

UNION NATIONAL

J. M. McIntosh, President.
W. J. Richards, Vice-President.
Ross H. Wallace, Cashier.
John A. Ridgway, Assistant Cashier.
William F. Fox, Assistant Cashier.
Directors—U. G. Baker, Dr. J. M. Berauer, G. A. Efroymson, Louis E. Lathrop, J. M. McIntosh, W. J. Richards, W. C. Van Arsdel, John R. Welch, George Wolf, L. C. Walker and W. C. Zaring.

MARION TRUST COMPANY

Hugh Dougherty, President.
Stoughton A. Fletcher, Vice-President.
Ferdinand Winter, 2d Vice-President.
Fred K. Shepard, Sec. and Treas.
Directors—Stoughton A. Fletcher, Hugh Dougherty, Newton Todd, W. H. H. Miller, F. K. Shepard, William A. Hughes, Ferdinand Winter, Charles Latham, Charles N. Thompson, A. W. Conduit.

INDIANA TRUST COMPANY

J. P. Frenzel, President.
Frederick Fahnley, Vice-President.
James F. Failey, 2d Vice-President.
Frank Martin, Treasurer.
Bement Lyman, Secretary.
John E. Casey, Auditor.
Charles H. Adam, Assistant Secretary.
H. B. Holloway, Assistant Secretary.
H. S. Frank, Trust Officer.
Directors—James F. Failey, Albert Lieber, O. N. Frenzel, H. W. Lawrence, Bement Lyman, Frederick Fahnley, James Proctor, Edward Hawkins, Henry Jameson, Henry Wetzel, J. P. Frenzel.

FIDELITY TRUST COMPANY

William M. Fogarty, President.
George E. Feeney, Vice-President.
John B. Ittenbach, Vice-President.
Thomas B. Fulmer, Secretary-Treasurer.
J. Albert Smith, Trust Officer.
James G. Flaherty, Mgr. Real Estate Dept.
Timothy P. Sexton, Mgr. Savings Dept.
Directors—William M. Fogarty, E. A. Stuckmeyer, Henry C. Schroeder, John B. Ittenbach, Daniel Foley, A. J. Lauck, George E. Feeney, Nicholas Noe and J. Albert Smith.

CENTRAL TRUST COMPANY

Charles E. Coffin, President.
Charles E. Holloway, Vice-President.
Edwin H. Forry, Vice-President.
Augustus Jennings, Secretary.
Frank A. Jordan, Treasurer.
Directors—Charles E. Coffin, James S. Cruse, Edwin H. Forry, Charles E. Holloway, Ovid B. Jameson, Augustus Jennings, Lorenzo D. Moody and Cortland Van Camp.

GERMAN-AMERICAN TRUST COMPANY

Albert E. Metzger, President.
Gustav A. Schnull, 1st Vice-President.
Henry C. Atkins, 2d Vice-President.

Citizens Gas Company

Organized Under Auspices of COMMERCIAL CLUB and BOARD OF TRADE

Has Brought Price of Gas Down to 60 Cents

For All Residents of Indianapolis, and WILL KEEP PRICE DOWN, with Continued Support of the Public

Office, 31 and 33 South Pennsylvania Street

Armin Bohn, 3d Vice-Pres. and Treas.
William J. Kasberg, Secretary.
Frank E. Gates, Assistant Secretary.
J. Clyde Hoffman, Probate Officer.

Directors—Albert E. Metzger, Henry C. Atkins, Frederick M. Bachman, Armin Bohn, William J. Kasberg, Raphael Kirshbaum, Gustav A. Schnull, Joseph H. Spellmire, Willoughby G. Walling.

UNION TRUST COMPANY

John H. Holliday, President.
Henry Eitel, Vice-President.
Howard M. Foltz, 2d Vice-Pres. and Treas.
Charles S. McBride, Secretary.
Ross H. Wallace, Assistant Secretary.
George A. Buskirk, Probate Officer.

Directors—A. A. Barnes, C. H. Brownell, Thomas C. Day, Henry Eitel, I. C. Elston, William A. Guthrie, Addison C. Harris, John H. Holliday, Volney T. Malott, Augustus L. Mason, Edward L. McKee, Samuel E. Rauh.

FARMERS' TRUST COMPANY

Charles N. Williams, President.
David M. Parry, Vice-President.
Thomas A. Wynne, Vice-President.
Riley E. Smith, Treasurer.
Charles M. Lemon, Secretary.

Directors—James W. Lilly, David M. Parry, Charles N. Williams, Larz A. Whitcomb, Michael J. Ready, Thomas A. Wynne, James W. Noel, John A. Butler, Robert H. Baker, W. H. Messenger and Frederick E. Matson.

SECURITY TRUST COMPANY

Bert McBride, President.
George J. Marott, Vice-President.
Frank M. Millikan, Vice-President.
A. M. Ogle, Treasurer.
R. A. Young, Secretary.

Directors—George J. Marott, Frank M. Millikan, James P. Goodrich, George Dinwiddie, A. A. Young, Grafton Johnson, William L. Taylor, A. M. Ogle and Bert McBride.

Does Forward! Advertising Pay?

"I have received more direct returns from my advertisement in FORWARD! than from any other publication I ever used."

E. R. CAMPBELL, Manager
Campbell Circular Advertising Co.
7 East Market Street

Ask Him—He Knows

Capital National Bank

Capital $500,000 Surplus and Profits $298,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

Fine Candies—

A box of our Fine Candy would be most pleasing to the wife, sweetheart, sister, or any of your lady friends. Why not take home a box, or let us deliver one to any address you may name.

We carry the Allegretti Fine Chocolates and Bon-Bons, Liggetts Fine Chocolates, Huyler's Fine Mixed, Fenway Chocolates and Gunther's Chocolates and Bon-Bons. All are attractively boxed.

Our Saturday Candy (All Chocolates) at

29c a Pound

Is a daily inducement to patronize our candy department.

"*The* DRUG STORE *that* SELLS *for* LESS"

Henry J. Huder

TWO STORES
Washington and Pennsylvania Streets
5 Board of Trade Building, East Ohio Street

Telephone Orders Given Prompt Attention

O. E. MCMEANS CHAS. A. TRIPP

McMeans & Tripp

CONSULTING ENGINEERS
MECHANICAL ELECTRICAL

Factory Architects

Design and Superintendence of Complete Industrial Plants, Steam Heating, Electric Lighting, Power Plants

607 State Life Building

Stocks—Bonds

Execute Orders on All Leading Exchanges. Direct Private Wires—Best Possible Service

EUGENE PURTELLE & CO.

MEMBERS
ST. LOUIS MERCHANTS' EXCHANGE
CHICAGO BOARD OF TRADE

Head Office, 222 La Salle Street, Chicago

INDIANAPOLIS OFFICE, Odd Fellow Building

Let Us Address Your Envelopes

IF you are mailing a catalog, booklet, circulars, letters, or any other advertising matter, we can give you high-class service in our thoroughly equipped addressing department.

Campbell Circular Advertising Co.

7 East Market Street. Main 2379. New 5919

ED. R. CAMPBELL, *Manager* ALEX. BECK, *City Salesman*

Indianapolis & the Automobile

Did you know that this city produces the second largest number of automobiles in the world? Well, it is true, and the March **FORWARD** will feature this Indianapolis industry. Manufacturers and dealers are requested to mail information to

FORWARD! the Magazine for Indianapolis

IF IT'S USED IN AN OFFICE

BURFORD

38&40 S. MERIDIAN ST. HAS IT INDIANAPOLIS, IND.

Are you contemplating purchasing Office Furniture? Bear in mind that we offer Quality Furniture, in DESKS, CHAIRS, BOOKCASES and FILING DEVICES, and everything you need to make an attractive office.

During February, Desks and Chairs 25% Off

You Were From Missouri

And it was up to us. We said we would give Indianapolis a real Magazine as an official organ. This is the third number of FORWARD! and each has been better than the other. FORWARD! has contracted the quality-habit. The brightest and brainiest men in Indianapolis write for us because they believe in the FORWARD! movement. The biggest and busiest men in Indianapolis—10,000 of them—read FORWARD! every month because it is made especially for them—contains just what they want. We have not pushed the advertising because we wanted first to demonstrate that FORWARD! would be worth reading.

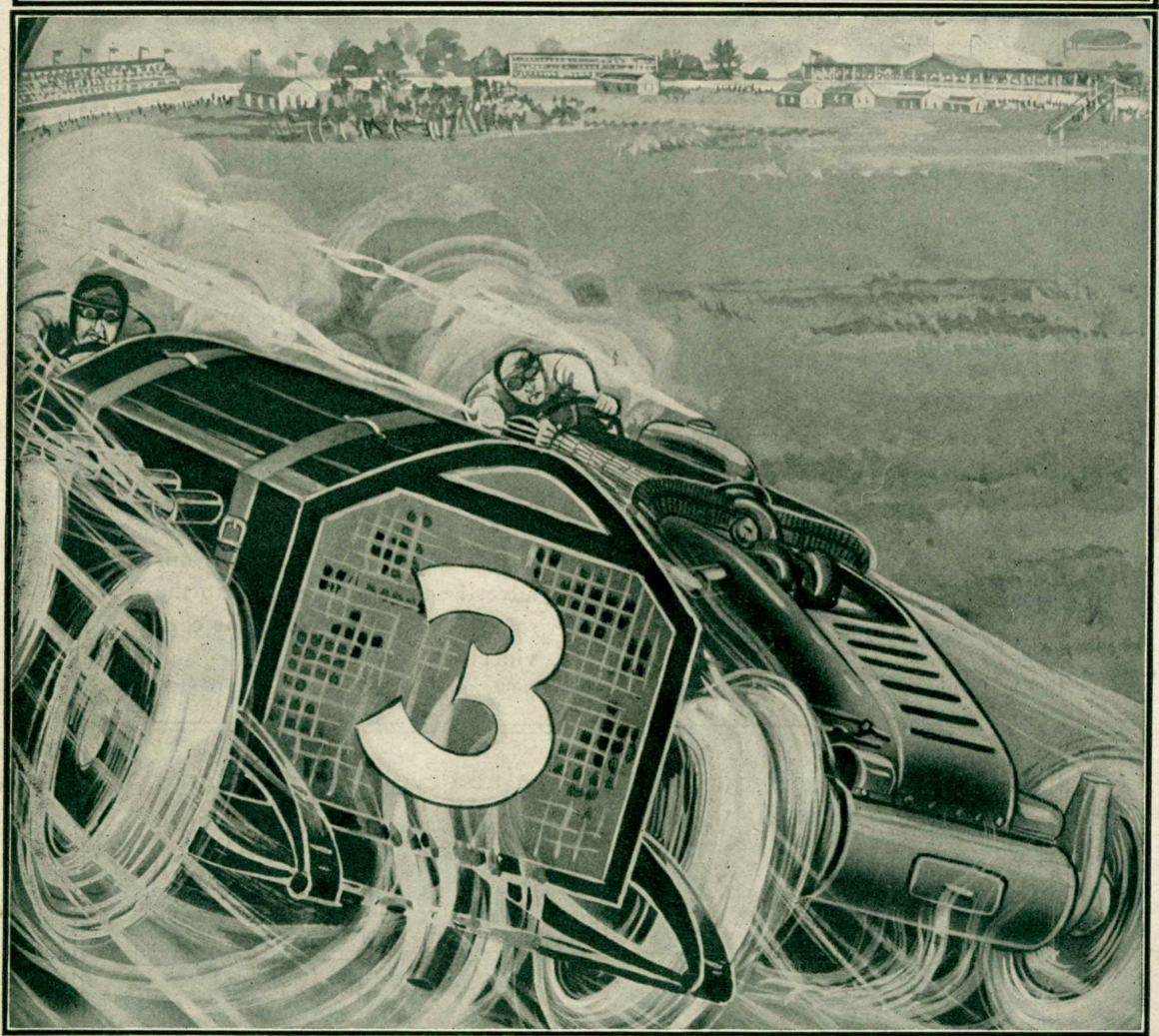
We Have Shown You

LET THE COMMERCIAL CLUB
MAIL YOU A RATE CARD

VOLUME II MARCH 1910 NUMBER 2

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS



Indianapolis and the Automobile

A Story of Modern Business Magic

306
F745

Published by THE COMMERCIAL CLUB of Indianapolis

Cab. 2

Compare this

10,000 One Cent Stamps	$100
Printed Matter and Stationery	100
Addressing and Mailing	25
	$225

You select the 10,000 leading men in Indianapolis as a mailing list—men with money to buy what you offer.

Your circular or booklet is received by them, and in most instances is forgotten at once.

Your message is not preserved unless you spent more money than the above and produced a masterpiece.

You have only one chance at best to talk to your prospect, and one appeal seldom lands business.

With this:

One Page in "FORWARD" for Six Months	
	$204

The Commercial Club selected the 10,000 most influential men in Indianapolis to receive "FORWARD" every month.

Your page advertisement is read this month, next month—for six consecutive months.

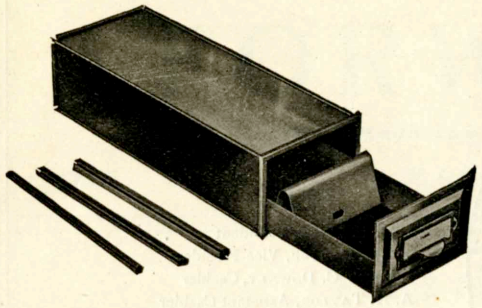
Your proposition continues to live because it is preserved with other good things in the Magazine.

You say something new in your advertisement each month to the same men, and they become convinced.

FORWARD is a municipal magazine devoted to advancing the whole city. When you spend money for advertising space you make a good investment, and incidentally you help your city.

Be a Good Business Man and at Once a True Patriot

cover have 4x5 neg #2370A



HERE IS A NEW, LOW-COST

3x5 Steel File

that you can buy one at a time. Each drawer locks with the others—up and down or sidewise—making a solid steel cabinet.

Complete with Follower Block, $1.90

It would pay you to visit our "Model Office" —the salesroom with systems in operation.

THE ROUGH NOTES COMPANY
Office Outfitters and High Grade Printers
220-222 East Ohio St. **Both Telephones**

Telephones Connected With The Bell System

In Indianapolis	20,000
In Ohio, Indiana and Illinois	1,000,000
In the United States	5,000,000

Combined Assets, $700,000,000

The Biggest, Most Useful and Best Managed Enterprise Represented in

INDIANAPOLIS

You Get More for Your Money in Telephone Service
Than in Anything Else You Buy

Central Union Telephone Co.

Main—4800

WHERE DO YOU LIVE?

We want to send FORWARD! to your residence. If it is now coming to your office send us your home address. When you move notify us. And if you fail to receive one number please tell us—Main 5440.

Officers

GEO. F. QUICK, President
MORD. CARTER, Vice-President
BRANDT C. DOWNEY, Cashier
A. H. TAYLOR, Assistant Cashier
LEWIS COLEMAN, Counsel

Your Checking Account

is worth all the courtesy and prompt attention that can be given it. It is worth every effort on our part to give you perfect banking service in every detail.

Your Out-of-Town Collections

can be given immediate service *direct* to the city or town where they are collectible, or we can get prompt returns on them through our regular correspondent banks.

Your Bills-of-Lading Drafts

are carefully followed up and immediate advice obtained on arrival of shipments.

Your Remittances

either Domestic or Foreign, may be most conveniently made by Bank Money Order or through our Foreign Exchange Department. We are particularly well equipped to give you splendid service in remitting funds.

Your Valuable Papers

should not stand any risk of loss. We offer you the facilities of a well equipped, absolutely safe depository for such valuables in our Safe Deposit Department. Boxes may be had as low as $3.00 per year.

Your Business Problems

no matter how small or how intricate, will have all the attention and service of which experienced bankers are capable.

The Continental National Bank

No. 18 North Meridian Street

FORWARD!

The Magazine for Indianapolis

Vol. II MARCH, 1910 No. 2

Table of Contents

"LEST WE FORGET" 36

INDIANAPOLIS AND THE AUTOMOBILE 37

PRODDING THE LAYMEN 41

MEN AS THEY PASS ....(How T. B. Laycock Made Good) 42

THE FOOD WE EAT ..... Charles S. Woods 44
Health Commissioner of Indianapolis

MILLIONS FOR INDIANAPOLIS 46

THE GENERAL WELFARE ..... Winfield Miller 47
President of the Commercial Club

THE SMOKY WAY—AND ANOTHER ..... Charles A. Tripp 51
Chairman Smoke Prevention Committee
Civic Improvement Commission

BUILDING AND BOOSTING 54

INDIANAPOLIS 250,000! 56

GETTING TOGETHER FOR TRADE 56

DEPARTMENTS:

A President In Fact 57

Coming Events 58

Men and Affairs 58

Business Briefs 60

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! 607 Majestic Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Hand-Painted Wild Roses

The latest and most striking departure in the manufacture of metal beds is our new rolled edge sheet steel construction and several of the beds of this type are hand-decorated. Among them is our No. 490, finished in white with hand-painted wild roses. Another is our No. 491 with hand-painted violets. The decorations are delicate. The beds are exquisite.

Local dealers have them or can readily get them. Insist upon seeing them.

It's a good plan, anyway, to insist upon being shown Laycock Products because they are always good and because they are made in Indianapolis. Our goods are guaranteed and we are here to make the guarantee good. We manufacture, in Indianapolis, a full line of iron and brass beds and cribs and a variety of most excellent springs.

"It's Right"

The T. B. Laycock Manufacturing Co.

"Lest We Forget"

WITH our very first breath we told you the *why* of FORWARD! That was in the December number— three months ago. We emarked at that eventful time that FORWARD! meant what the name implied, precisely. That and nothing more. We averred that it stood for civilization, culture, achievement. We still insist that this is true. Also was it said that the FORWARD! movement is not a magazine movement—that it is a magazine *and* a movement.

In that distant time—three months ago—we knew more about FORWARD! than most any one. But, in the meantime, someone else has been finding out. When Walton L. Dynes arose at the annual meeting to address the Commercial Club membership, he told the *why* of FORWARD! and the *whither*, also. Since man forgets quite as humanly as he errs, and there may be some who have forgotten, we employ the words of Mr. Dynes, admitting that we could not make better ones for the purpose:

> "The slogan of the club is expressed in the name of the publication—"FORWARD! the Magazine for Indianapolis." It has but one object in view—a better and a greater Indianapolis. Through its columns the club seeks to extend its influence for the good of the community by arousing public sentiment with the view of carrying forward plans for the betterment of municipal conditions affecting our daily life. FORWARD! is owned and controlled by the club and the measure of its success must, therefore, depend upon the degree of support given it by you.
>
> "Through the advertising pages we hope to eventually make it self-sustaining, and with increasing income to add more pages and multiply the good influence. Aside from a few hundred copies which are mailed to non-resident members and to commercial organizations in other cities, the entire issue of 10,000 is regularly delivered to a selected list of business and professional men in Indianapolis, whose united influence will make possible the accomplishment of most any movement for the commercial or civic betterment of the city."

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

MERLE SIDENER, Manager

VOLUME II MARCH 1910 NUMBER 2

INDIANAPOLIS AND THE AUTOMOBILE

A STORY OF MODERN BUSINESS MAGIC

LET'S imagine that it's seven o'clock in the morning. The clock ticks, the hands move slowly but surely; the cogged wheels, the springs and the delicate mechanism do faithful duty. So! Now it is 7:09. Presto! Behold a brand new automobile, complete from the tip of its shining nose to the tail lamp, the product of those nine minutes—Indianapolis made—the best that money and brains can build.

Nine minutes more and out goes another new automobile to have its part in the effort to supply the world's demand. Every nine minutes of the day and night—or eight and a fraction, to be precise—an automobile is completed in Indianapolis and is shipped to its market—and it finds its market waiting.

To be sure, an automobile is not created in those eight or nine minutes, but, considering the output for this season of the Indianapolis factories, it is estimated that automobiles are completed and marketed in Indianapolis at the rate of seven each hour.

The average citizen of Indianapolis knows in a general way that Indianapolis is a "great automobile town," but he has no conception of the tremendous growth of the industry, its ramifications, the capital invested, men employed, its hopes, its dreams and its advertising value to this city.

Of all the dreams which have been the outgrowth of the automobile industry here, none was more idle and daring than the conception of the Indianapolis Motor Speedway. Imagine transforming a Marion county farm into an arena wherein the speed battles of the world would be fought; where men whose name and fame is known the world around would compete; where national events would have their being while the nation sat breathless and watched! That is just what Carl G. Fisher and his associates did with a Marion county farm. And now they are going a step farther. They have focused the eyes of the United States upon Indianapolis and the Speedway; next the world is going to take notice.

The Speedway is only one of the logical developments of the automobile industry in Indianapolis. To be sure, it is the most spectacular, but it is no more wonderful than the solid business growth and development underlying every phase of the business.

The automobile industry is a thing of

the last few years. There's the Overland, for example. About five years ago it was employing eight or ten workmen and was turning out a car every two weeks. To-day the company employs nearly 2,000 workmen and finishes between thirty and forty cars each day—with a capacity of fifty. Aladdin worked faster, but he never did anything more remarkable.

There are any number of significant facts all of which point to the vast field now occupied by the automobile in Indianapolis. Let's see.

Indianapolis has nine automobile companies.

It ranks second in America in the output of its factories.

It is building approximately 22,000 automobiles this year and will build more next year.

CARL G. FISHER
Motor Speedway

It ranks first in America in number of racing cars owned.

It leads any two cities in America in number of cars that compete in all kinds of contests.

It has twenty-seven racing cars.

It sells more than fifty makes of cars in its retail stores.

It has a race track, the Speedway, second only to the famous Brooklands in England.

It manufactures all kinds of automobile parts and accessories, some of which are the standard of the automobile world.

What is the result? Prosperity. Money is spent in this industry in a thousand different ways—spent in Indianapolis. Money is paid for these thousands of cars, and this money comes to Indianapolis. Every car is a running advertisement for Indianapolis. Coming and going Indianapolis gets the benefit, and to top it all, there's the Speedway.

H. H. RICE
Waverley Company

Those who witnessed the national balloon race last year know something of the possibilities of the Speedway, and those who saw the great automobile races with which the new course was opened know of the thrill of the sport and the interest of the entire country in the cars as they outstripped the wind and broke world's records.

Many changes have been made at the Speedway since then, and it stands to-day a close rival to the Brooklands course. While Brooklands holds most of the free-for-all records, the Indianapolis Speedway holds a majority of the world's class records.

The Indianapolis Speedway is the first paved automobile track in the world and it offers the only inclosed aviation grounds in America. This is significant when the international aviation meeting is recalled. This meeting will be held in August of this year, and in America. Last year it was held in France. The place for this meeting will be decided April 1, and Indianapolis, through the Speedway, has made a strong effort, and is still making it, to bring the meeting to this city. The inclosed ground is a big asset, and the chances are bright for Indianapolis. This meeting would bring the Wrights, Curtis and the foreign aviators with their aeroplanes. It would be the biggest advertisement Indianapolis could possibly obtain, for the eyes of the world are upon the aeroplane.

The Speedway management has looked into the future and has anticipated. Already it has on its grounds the largest aerodrome in America. Six aeroplanes are now sheltered there. It has the largest dirigible balloon in America, "The Indianapolis Star," and, in ad-

dition, has six 80,000 cubic feet spherical balloons.

In carrying out their plans for the aviation course, the managers of the Speedway are cutting down fifteen acres of trees inside the two-and-one-half-mile automobile course. Five acres of trees will be left, and in the center of this grove a summer hotel will be built. The grandstand and bleachers have been rebuilt and additions made which have greatly increased the seating capacity.

A strong effort is being made to land the national balloon race for this summer, in connection with the twenty-four-hour automobile race in August. Should this be won for Indianapolis, Prest - O - Lite burners will be used around the entire course, making the race possible at night.

The Speedway already has the best automobile racing dates of the 1910 season. These dates, granted and sanctioned through the official channel, the American Automobile Association, are:

May 29, 30, 31.
July 1, 2, 4.
August 12, 13.
September 16, 17, 18.

Among the other events sought for this season is the first National Outdoor Automobile Show. This would be a dealers' convention as well as a public show. The 1910 Cobe trophy race is also a prize that Indianapolis hopes to win this year. Last year it was run over the Crown Point course.

It is more than likely that Indianapolis will get the start of the Glidden tour this year. The tour, this season, goes down through Texas and ends in Chicago. It is considered a classic in motordom for reliability and endurance tests. It is run under strict A. A. A. supervision, and would mean an automobile carnival of one week prior to the start. Automobile enthusiasts would gather here from all over the country. H. O. Smith, of the Premier Company, is a leader in the efforts to win this event.

It is probable that an international amateur motor car race will be held in connection with one of the scheduled Speedway meets. This would bring out the "millionaire" drivers, for they are, perhaps, the only amateurs who can afford high-power racing cars.

The first National A. A. A. official stock car race has been promised to Indianapolis, but the date has not been set. The A. A. A. officials will conduct this race, making all entries and appointing all officials.

WILL H. BROWN
Overland

In the Speedway, the automobile manufacturers of Indianapolis have found a solution of the problem of testing their cars. The high speed required for these tests is not permissible on the city streets and the country roads are too dangerous. The Speedway meets this need admirably.

The general and healthy growth indicated by these big meetings and the automobile activity finds foundation in individual effort. The men behind the Speedway and the men behind the automobile factories—machines, accessories and parts—are entitled to the honor of building up one of Indianapolis's most important industries. At the Speedway are Carl G. Fisher, president; A. C. Newby, vice-president; James A. Allison, secretary-treasurer, and E. A. Moross, manager.

At the Overland factory John N. Willys, president, and Will H. Brown, vice-president, are the men behind the guns. The growth of the Overland, which has already been related, has been steady, consistent and gratifying. The facilities of the plant have been increased from time to time, and everything points to continued prosperity and progress. In 1907-08 the Overland Company put out 500 cars and "pointed with pride." In

1908-09, with increased facilities, 4,075 cars were built. Since the close of that season the factory space has been multiplied by four, machine shops have been added to, and with new machinery and appliances the four factories can produce fifty cars daily.

The Waverley Company is building twice as many cars this year as last, and the output will exceed $1,000,000 in value. In 1907 the Waverley Company built more electric cars than any other manufacturer of electrics ever built in any previous year. The output for this year will exceed that of 1907. William B. Cooley is president of the company and H. H. Rice is vice-president and general manager.

H. O. SMITH
Premier

The Nordyke and Marmon Company, manufacturers of the "Marmon," announce that its output for 1910 is an increase of 100 per cent. over 1909 and nearly equal to the output for the five preceding seasons, including 1909. Their plans for 1911 call for an increase of 50 per cent. over 1910. It has been the policy of the company not to produce beyond an easy capacity, with the idea of building a car of quality and establishing a reputation for quality and workmanship. Daniel W. Marmon is president of the company, Walter C. Marmon is secretary, C. C. Hanch, treasurer, and Herbert H. Rice advertising manager.

D. M. PARRY
Parry Auto. Co.

The American Motor Car Company will build 300 cars this season. Each of these cars has a purchaser waiting, the sales having already been made. Last season 200 "Americans" were built. V. A. Longaker is president of the company; D. S. Menascoe, secretary and treasurer; F. I. Tone, manager, and R. P. Oblinger, purchasing agent.

The first "Empire" cars were delivered last September, and by September of this year the Empire Motor Car Company expects to have marketed 1,100 cars. J. A. Allison is the company's president; Carl G. Fisher is vice-president; Charles N. Elliott, general manager, and J. G. Wood, sales manager.

Eight hundred Cole motor cars will be built this year. This is virtually a gain of 800 over last year, for then only twenty-five, approximately, were manufactured. These were built by J. J. Cole, their designer, who is now president of the Cole Motor Car Company. Since the first year's output the Henderson Motor Sales Company, of which C. P. Henderson is president, has taken over the selling end of the Cole business. All of this year's output has been sold in advance.

The National Motor Vehicle Company expects to build for the season of 1910, 625 cars. The growth of the "National" is shown by the range of the company's output from 1904 to 1909, which was from 90 to 285 cars per season. The output for this season is more than double that of last season. C. E. Test is president of the company; A. C. Newby is secretary and treasurer; George M. Dickson is sales manager, and George H. Matheson, purchasing agent.

The Premier Motor Manufacturing Company was formed in 1904 and manufactured twenty cars that season. The output has gradually increased, and the

output for 1910 will be 1,000 cars. Progress? Well, yes! The Premier Company suggests that Indianapolis ranks first in the production of cars of quality. Detroit stands first in the number of cars produced, but, eliminating one manufacturer of high-grade cars, no other makes of the quality and price of the cars built in Indianapolis can be found in Detroit. H. O. Smith is president of the Premier Company; George A. Weidley is treasurer, and W. McK. White is advertising manager.

C. P. HENDERSON
Henderson Motor Sales Co.

The Parry Automobile Company, with D. M. Parry at the wheel, is one of the new companies in the Indianapolis field. The "Parry Idea" is taking hold, and the factory is busy demonstrating it.

In connection with the automobile industry, innumerable factories have come into existence in Indianapolis in which automobile parts and accessories are made. The G & J tires and Prest-O-Lite, which are known the world 'round, are manufactured in Indianapolis. The Schebler carbureter, which is considered standard, is the product of the Schebler Carbureter Company of Indianapolis. The Delmar Auto Body and Wheel Company is another of the newcomers. It has been in existence only two months, but it is thriving. E. H. Habig and E. E. Weir are at the head of the company.

Another outgrowth of the automobile industry is the "auto row" planned for Capitol avenue. The property on the west side of the avenue between Vermont and North streets has passed into the hands of the Globe Realty Company. Nearly $1,000,000 was involved in this deal, and in effect it will transform two squares of residences into two squares of business buildings in which the retail automobile business of Indianapolis will be centered. New buildings will be erected to replace the residences. This plan is another of the many springing from the mind of Carl G. Fisher.

An automobile event of the near future is the Indianapolis Automobile Show, which will be held during the week of March 28. There will be individual shows in the garages, a floral parade, an industrial parade, contests at the Speedway and a banquet at the Denison Hotel to finish the week.

PRODDING THE LAYMEN

Both business and professional men of Indianapolis and Indiana will for the next month hear more about home and foreign missions than they have probably ever heard before. The more prominent and active churchmen of the city have joined in a movement that is sweeping the country in the cause of missions. A series of public meetings for laymen is being arranged for Indianapolis, the dates being April 12, 13 and 14.

This missionary movement is not a scheme to raise money. Subscriptions are not sought at the meetings and no admission is charged at the door to hear the speakers—men who are eminent in the missionary world.

A large number of Indianapolis men are promoting the local campaign under the direction of a general committee of which J. F. Wild is chairman. The other officers are: Vice-chairman, Aquilla Jones; secretary, Charles F. Remy; treasurer, W. H. Simmons. The headquarters of the movement have been established at the Y. M. C. A. building, where plans are being perfected.

MEN AS THEY PASS

T. B. LAYCOCK really intended to be a lawyer. He studied law, practiced and made good. He went into politics in his home town of Washington, Ind., while a very young man, and succeeded at this. Yet he awoke one fine day to find himself in the bed-spring manufacturing business to stay. Before he knew it, he was enjoying bigger immediate profits and was looking forward to better future prospects than he had contemplated even in his rosiest youthful dreams of the law. Of course, his change from lawyer to manufacturer was not a mere accident—for then his success might have been the success of the most commonplace man.

A novel and logical selling plan was the first foundation of the business. He saw the possibilities of the plan and taking opportunity by the forelock, made the business grow at a remarkable rate. To be sure, the other elements that go to the proper and successful management of a business were supplied, but the selling plan, well conceived and promoted with energy, was really at the bottom of it all.

As a boy at Washington, he had employment during school vacations in a stave factory. He finally quit school rather early to take a position as a clerk in a hardware store at Washington.

T. B. LAYCOCK IN HIS OFFICE

Here he received his first business experience and following this, he put some of this training into use in the operation of a delivery wagon for merchants of the town. This was successful, but about this time, he began to dream of the law.

He went into a law office and burned midnight oil over big, black law books which were brightened only by the fire of ambition. Before he was twenty-one years old, he was practicing law and was serving as a deputy prosecuting attorney —was a deputy prosecuting attorney be-

fore he was old enough to be formally admitted to the bar. However, he could appear before justices of the peace before he was formally admitted. He could also represent the prosecuting attorney before the grand jury and some of the dealers in liquor in those parts at that time still remember him exceedingly well despite the fact that a good many years have elapsed. About the time he was old enough to be formally admitted to the bar, he was appointed as the full-fledged prosecuting attorney for Daviess county.

At the age of 22, Mr. Laycock was elected city clerk of Washington and was appointed city attorney. He was re-elected and reappointed for second terms to the two offices, holding the two places at the same time.

Then came the bed-spring man. Springs were luxuries rare in 1879. Very few people possessed them and in the smaller places they were hardly known at all. The bed-spring man owned patent rights for the manufacture of springs of a kind that were to be fastened upon the wooden slats of a bed. They were crude but they did the business.

TRADES SPRINGS FOR FEATHERS

City Clerk Laycock and his father, W. H. Laycock, became interested and with the unique selling plan, went to try the business out in Kentucky. T. B. Laycock expected to be away from the law a few weeks. But he has never had time to practice law since. The plan was as simple as it was effective. Feather beds were much in vogue where springs were not used. With springs, the consumer needed fewer feathers. While the consumer pined for more springs and fewer feathers, the earnest desire of the Laycocks was for more feathers and fewer springs, for factories had been established at Hopkinsville and at other points in Kentucky and were turning out springs in large quantities. The feather market was all that could be desired and it wasn't long before the Laycocks were operating forty teams and wagons, starting out from the central stations with springs galore and returning at the week's end with loads of feathers.

The Laycocks came to Indianapolis in 1886, engaging in the bed-spring business. A few years later, when the manufacture of metal beds was begun in this country, this business looked good to them. It was quite as good as it looked. Now, from the big, modern "Brookside plant" of the T. B. Laycock Manufacturing Company, bright new beds are coming into the world at a rate of more than one a minute and the bed and spring trade of the company extends from coast to coast.

COMFORT FOR EMPLOYES

It is needless to mention to Indianapolis people the welfare work carried on at the factory—the big dining room where lunches are served at cost to the employes, the shower baths, the extensive library for the workers and other such work, including the fostering of a mutual benefit association for the relief of the employes through the stress of sickness.

In addition to the bed business, Mr. Laycock is president of the Laycock Power House Company, which owns and operates a five-story industrial building which covers an entire city square, at Tenth street and the canal. He is a director of the Columbia National Bank, a member of the board of governors of the Board of Trade and a member of the board of deacons of the Third Christian church. He also belongs to the I. O. O. F. Mr. Laycock lives at 1904 North Delaware street in Morton place.

He smokes three cigars a day and works in his shirt sleeves.

THE FOOD WE EAT

HOW ITS SANITARY DISTRIBUTION AND OTHER LITTLE FOIBLES KEEP THE BOARD OF HEALTH ON THE JOB

BY

CHARLES S. WOODS

Health Commissioner of Indianapolis

SHALL the food we eat be clean? While this is only one of the many problems that the city board of health is required to solve, it is one of the most important and most perplexing.

The protection of the public from the ravages of infectious diseases is usually admitted to be a very important matter. Men can see the danger there. But unclean food does not alarm them, speaking generally, and men will produce dirty food for themselves as well as for others. The question of clean food, therefore, which should in all truth answer itself, becomes a real problem, of such vast proportions that it can be only mentioned here.

INSPECTION OF MEAT

The production of meat for the people of Indianapolis is a matter of the greatest interest to all. The board of health, the function of which is protective and regulative, must be responsible for the kind of meat that is exhibited for sale in the open market, and, to prevent the sale of meat which is unpalatable and diseased, a veterinarian is employed to inspect cattle, sheep and hogs before they are slaughtered and also post mortem. The inspector goes through the city market house on market days and inspects all the meat shown for sale, and, surprising as it may seem, he not infrequently finds a diseased carcass which the unsuspecting public is invited to purchase.

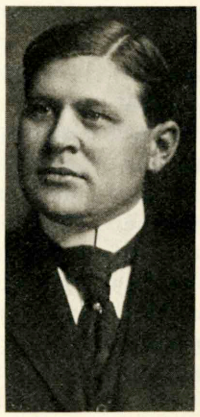
It is not alone the production of food which requires control, but its distribution must also be carefully regulated. We must not only inspect the bakery, for instance, to insure sanitary conditions there, but we must concern ourselves with the manner of handling the bread, etc. In most cities bread is distributed to the retail baker or grocer in a most insanitary way. The bread may have been made in a place free from cockroaches, flies and dirt, but if it is unprotected from the filth of the street in transportation, and carried in the arms of the driver of the bread wagon and thrown into a dirty bread box, and if, when a loaf falls on the ground or floor, it is sold just the same, the duty of the health board is only half done. Of course, bread and similar food should be wrapped before it leaves the bakery. Meat which has been exposed to dust, flies and fingers can be sterilized by cooking, and, while meat covered with dust and flies does not appeal to the eye nor the palate, yet the danger from such meat is almost nil because germs are killed by cooking. Bread, however, can not well be heated to the point of sterilization without damage. It is to be hoped that the baker will appreciate the necessity of protecting his bread from filth and that the public will require him to deliver to the retailer an uncontaminated product.

DANGER OF VEGETABLES

The excuse that the baker can not afford to do this is unlikely to be accepted as valid. In our city market house, bread is protected in almost every stall by glass showcases. Fruits and green vegetables should be carefully washed before they are eaten. Many vegetable growers supply the market with lettuce, tomatoes and other vegetables which have grown in ground fertilized by material which might be the source of infectious diseases. There is positive danger in eat-

ing apples and green vegetables which have not been thoroughly washed. Experiments are being made in the city laboratory to determine what bacteria may be found on these foods.

One of the most difficult tasks is the production of clean milk. Indianapolis is supplied with milk from more than 1,000 producers. Many of these deliver their product directly to the consumer, while many others sell their milk to distributors who operate creameries or depots. Milk is the most easily contaminated of all foods and is a perfect medium for the growth of bacteria, and when one thinks of the disgustingly filthy conditions under which milk is likely to be produced and distributed, one sighs for the day when there shall be a fixed standard of milk production and distribution which every dairyman and distributor must reach if he wishes to sell his milk in the open market. Many methods and processes have been suggested to render milk clean and wholesome. Dr. W. A. Evans, the brilliant health commissioner of Chicago, vigorously advocates the establishment of central sterilizing stations where all milk should be brought and sterilized before it is distributed to the consumer. This may, at first thought, seem to be a happy solution to this perplexing problem, but a careful analysis of the plan will convince any unprejudiced mind that it is unsafe and pernicious. The dairyman may produce an unclean milk on the assumption that it will all reach the cleaning station and be purified. There is but one ideal way, and that is to produce a clean milk at the dairy and to deliver it in a clean way to the consumer.



DR. C. S. WOODS

Tuberculosis is surprisingly prevalent among dairy cows, and relatively few dairymen are getting their milk from cows which have been tested with tuberculin. It would seem, of course, that the public would not buy milk from a dairyman whose cows were not known to be free from tuberculosis. There should be a state law requiring every dairyman to get his milk from cows which are not diseased, and further, to exclude from his herd all cows which react to the tuberculin test. Not long since, an Indianapolis dairyman who supplies milk to a large public institution admitted that it was his duty to subject his herd to the tuberculin test, but added that if any cow should react to the test he would be obliged to sustain considerable financial loss. A veterinarian not long ago tested a herd of fifty-four cows, and found forty-eight infected with tuberculosis.

A word should be said about the water supply of the city. The Indianapolis Water Company has one of the most efficient plants in the country, and three laboratories, namely, the water company laboratory, the state laboratory and the city laboratory make daily chemical and bacteriological examinations of the water supplied from this source. There are thousands of wells in Indianapolis, and many of them are merely drain holes. Many people appreciate that these wells are dangerous and request the city laboratory to make an examination of the water. If the water in these wells is found to be not potable, the well is sealed. And it must be said that many families heartily co-operate with the board of health in its efforts to save those who might become the victims of disease from drinking such water.

The board of health proposes to wage an active campaign against disease-carrying insects. The role of the house-fly in the spread of typhoid fever is surprisingly important. It is possible to prevent the contact of the fly with food and drink. The campaign must first of all be educational, because the knowledge of

the danger of the fly, mosquito and other insects is not universal by any means.

One of the most important services the board of health is rendering to-day is the inspection of school children. It is true, of course, that our present force of twenty-two school inspectors is inadequate. What we lack, however, in numbers is compensated for by quality. And the teachers are so heartily co-operating with the inspectors that the child who needs attention is being cared for in a very satisfactory manner. The school teachers of Indianapolis are true friends to the children.

The city hospital, under one of the most capable superintendents in this country, is doing a service the value of which to the city's poor can only be measured by the gratitude of those who have been cared for in its wards. And when the new contagious hospital and other pavillions shall be erected and opened our city will possess the most appropriate expression of man's humanity to man. The city dispensary is being conducted in a most efficient way. And when one knows that thirty-five thousand and more patients are treated annually, one appreciates something of the far-reaching helpfulness this splendid institution extends to those who can not pay for medical and surgical care.

The board of health wants to do all that it should do to render the food we eat, the water we drink, the air we breathe, the houses we live in and the drugs we take healthful and wholesome. And there is not a sane person who does not want to join in that stupendous work. It is true that there are yet some people who insist that because they can exist in unhygienic conditions we should not bother too much to make things better. Happily these misguided people are becoming fewer, and it is not too much to hope that their tribe will soon perish. The signs of the times indicate that the public recognizes that we are no longer in a primeval land, but that the concentration of great numbers of people in the cities makes new problems for us. The work we must do and the services we must render are altogether humanitarian. The deep interest which thousands of men and women have in the health and comfort of their fellows inspires hope and courage in those responsible for the faithful performance of the duties of the board of public health and charities.

MILLIONS FOR INDIANAPOLIS

The same golden wand which, once before, was waved over Beech Grove, has cleaved the air, and another cluster of gigantic railroad shops will spring from the fields and outlots of the suburb to the south.

Announcement was made by the Big Four Railroad Company recently that $1,500,000 would be expended in erecting additional shops at Beech Grove. Still more recently came another announcement from Cincinnati which is somewhat broader in its scope.

By the terms of this latest announcement the Big Four is to spend $5,000,000, nearly $4,000,000 of which is to benefit Indianapolis directly. Most of the $4,000,000 will be transformed into new shops at Beech Grove; approximately $1,000,000 will be used in doubling the Big Four tracks between Indianapolis and Anderson.

J. Q. Van Winkle, general manager of the Big Four, says that the shops will be complete in every detail and that the greater part of the company's repair work will be done there.

"The shops will be not only the largest of their kind in this country, but among the most complete. They represent months of work in detail by our best architects, engineers and trainmasters," said Mr. Van Winkle. The Big Four began building at Beech Grove in 1908.

THE GENERAL WELFARE

WHAT IT MEANS AND WHAT IS BEING DONE IN INDIANAPOLIS TO REALIZE ITS MANY POSSIBILITIES

BY

WINFIELD MILLER

President of the Commercial Club

SHALL Indianapolis stand still or go forward? Standing still brings to live things decay and death. Organized society is no exception to this principle, as men in their aggregate capacity either retrograde or advance. In this struggle for progress no more complex questions arise than those relating to city government and no problems have greater need for the combined thought and the best efforts of the best men in their successful solution.

Indianapolis, through its Commercial Club, offers a strong helping hand to its citizens in promoting their many interests along the most advanced lines.

WELFARE FIRST OBJECT

The club's first article of association declares: "The object of this organization shall be the promotion of the commercial and manufacturing interests and the general welfare of Indianapolis."

The annual Year Book of the club affords instructive reading and reflects in the various committees therein named the division of its labors and the conscientious attempt to work out many of the problems presented.

To dwell for a little on that good old phrase, "the general welfare." What a world of meaning it carries! The same phrase is found at the base of the federal constitution, in the organic laws of the states and being repeated so often must comprehend something very good. When broadly interpreted no fundamental proposition has been more potent for social and civil progress. We are too apt to stumble over hidden gold when found in common garb. What is better than to work for the general welfare? Therein lie all the potentialities necessary to the best and highest in human endeavor.

Primarily for the general welfare the Commercial Club has its being.

This happy expression covers a wide range of subjects, all having for their ultimate object the betterment of society; and still better, as new community interests arise, work for the general welfare is so comprehensive in scope that it not only covers all of the good that has gone before, but anticipates all of the good that may come.

To be more specific and name in the way of illustration a limited number of the many subjects to which the club has given and continues to give careful consideration for the good of all the people of our city, take elevated tracks, children's welfare, public health, public lighting, to say nothing of the large questions of education, transportation and others.

TRACK ELEVATION BENEFITS

To the ordinary passerby an elevated railroad track represents but little more than the piling up and commingling of steel, stone, brick and mortar and the better facilities for moving trains and transporting freight and people; all of which are good. But back of the material side of this movement which had its inception in the Commercial Club is the better and finer thought, that of the greater safety to human life. A good life saved from the many that are sacrificed at grade crossings well pays the right-thinking man for all the efforts put forth for elevated tracks. One gets the right perspective of this question, should he contemplate the loss of life of a single member of his own family, or that of a

loved neighbor, instead of viewing the everyday calamities of others at long distance.

Why care for public health? Simply that good health to the individual is his greatest and most valuable asset and is no less so when shared by the greatest number; but as every man is not mindful of what is best for him, or his community, a condition of good health for the masses must be forced upon them for the good of the general welfare.

No question as it affects thickly populated communities is more important and none, be it said to our credit, engages more honest and profound thought.

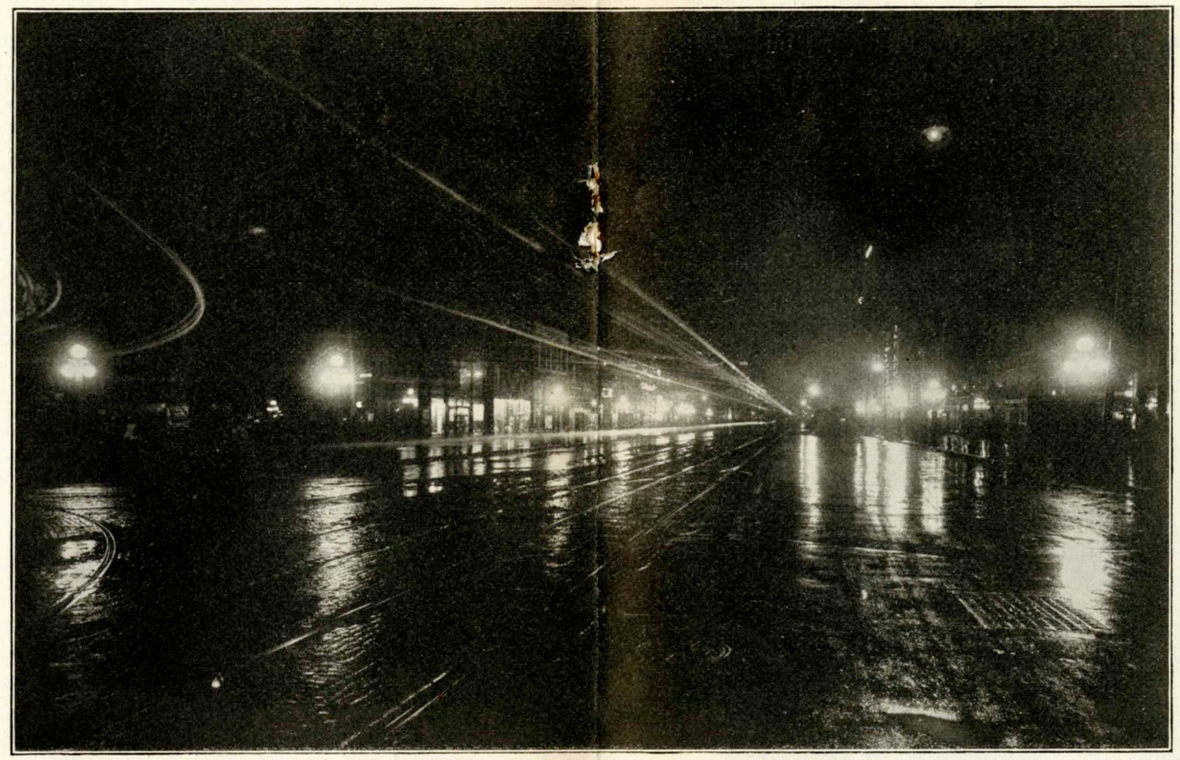
DISPOSAL OF SEWAGE

Directly in this line is the proper and scientific disposal of the sewage of our city. We have no right, moral or legal, to pour our germ-laden streams of pollution into White River to carry stench, disease and pestilence to the doors of our fellow citizens down the river, who can not escape the offense if they would. This is a big question and one to which the Commercial Club could well address its earnest attention in the way of creating the right public sentiment toward its final solution.

And the children's welfare. "Suffer little children to come unto me, and forbid them not; for of such is the kingdom of heaven." Your child or mine may have ample food, clothing, shelter and opportunity for education, but not so with every child. The Commercial Club recognizes the duty of the community to care for the unfortunate little ones and to try to better their condition in the most economic and effective way.

A strong committee of our best citizens and thinkers, selected by the club, now has under consideration the most advanced and improved methods of dealing with the several benevolent associations of our city which solicit public charity. Their report is looked forward to with deep interest, as it is believed that they will recommend such steps as will largely winnow the chaff from the wheat and assure the charitably disposed that their dollars, when given, will reach the objects of their bounty without the great loss that too often occurs by the intervention of the super-serviceable in passing the money from the giver to the real and intended recipient.

NIGHT SCENE ON WASHINGTON STREET WITH NEW BOULEVARD LIGHTS



With the merchants themselves behind the movement, the agitation for improved lighting of the business streets is proving a veritable contagion. Already, with the lights installed on Washington street, an adequate conception of the vast improvement is shown. The lights are now being used in the square on Washington street between Illinois and Meridian streets. They are being installed between Meridian and Pennsylvania streets. With few exceptions contracts have been made with all the merchants on Washington street from Pennsylvania to East.

West of Illinois street the Washington street merchants are keeping step, and contracts have been made which insure the installation of the system to West street. The Claypool Hotel has arranged to have seven of the lights on Washington and Illinois streets.

Merchants and members of the Commercial Club committee, which is pushing the campaign for light, are working on Market and Meridian streets. The Massachusetts avenue merchants have taken the matter into their own hands. Many of them have contracted for the lights and have undertaken a canvass of the avenue which practically insures the new lights from Pennsylvania street to New Jersey street. Carl G. Fisher has ordered the lights for the two blocks which are now known as "automobile row."

The Merchants' Heat and Light Company has ordered 200 of the lights, and it is the company's hope to install 400 before the merchants are satisfied.

As a further thought along the line of civic improvement, contrast a dark street at night with a well-lighted one. The one is too often the home of filth, disorder, disease and the abode of crime. A well-lighted street is a place of beauty, to say nothing of convenience. Evil loves the dark and shuns the light, so it follows that a well-lighted city has but little use for the police. Let the mind run back to the days when we had natural gas and Indianapolis was noted far and wide for its bright and cleanly condition. We can not go back to those days, but we can by improved methods minimize the pall of soot, smoke and grime that hangs over our city to the detriment of all and still not interfere with legitimate enterprise. Hopeful men look forward to the day when the smoke nuisance will be entirely eliminated, a day devoutly to be wished.

"IS IT ALL WORTH WHILE?"

In thus calling attention to this limited number of questions, any one of which might in more able hands be treated at greater length than this space will admit, it is to be hoped that what has been said will inspire those within the club, as well as those without, to ask, "Is it all worth while?" Yes, it is more than worth while. We are "our brother's keeper" in these things and he is "our neighbor" to whom we can extend material, social and spiritual aid.

The Commercial Club is cosmopolitan in character; makes no distinctions as to religious creed or political faith. The club may be called a clearing-house of good fellowship—a body of men who put aside factional differences for the good of the general welfare.

No one man standing alone, no matter how great and strong, exerts much influence. Society is not a single individual, standing aloof, but an aggregation of people that continually needs the leaven of right thinking and doing. He who takes a part in this work is a good citizen.

Just at this time a new and most commendable impulse has seized our merchants and manufacturers to secure a larger trade patronage for our city, to which it is clearly entitled. But results in that direction will only come through unity and enthusiastic action. The Commercial Club desires to assist in this worthy step, as it does in all other move-

ments that look to the building up of Indianapolis. Come and help us, that our already "no mean city" may grow to be a still better place for home and life.

Winfield Miller, the Commercial Club's new president, begins his duties under happy conditions. The club has more members than ever before in its history. These members are working hand in hand and shoulder to shoulder to promote the interests of Indianapolis. Several movements of utmost importance to the city have been launched during the last year, and upon Mr. Miller falls the honor and responsibility of carrying them to successful issue.

The board of directors of the club reorganized February 15, the annual election of directors having been held on the preceding day. Two independent tickets competed with the regular ticket at the election. The rivalry of the candidates was real, active rivalry, indicating interest, and healthy and progressive conditions in club affairs. Withal it was friendly rivalry, and the losers were the first to congratulate the winners, who were: W. A. Walker, E. G. Ritchey, Ross H. Wallace, Lewis A. Coleman, John N. Carey, C. C. Hadley, Frank L. Bridges and C. J. Lynn. These new directors, meeting with the old, elected Mr. Miller president; G. A. Schnull, first vice-president; W. W. Richardson, second vice-president; R. G. McClure, secretary, and Andrew Smith, treasurer.

NEW OFFICERS AND DIRECTORS OF COMMERCIAL CLUB

G. A. Schnull, 1st Vice-Pres. | Lewis A. Coleman | Frank L. Bridges | W. W. Richardson, 2d Vice-Pres.
John N. Carey | E. G. Ritchey | Winfield Miller, President | W. A. Walker | C. C. Hadley
Andrew Smith, Treasurer | Ross H. Wallace | Charles J. Lynn | R. G. McClure, Secretary

THE SMOKY WAY—AND ANOTHER

PREVENTION OF SMOKE IS NO LONGER A DREAM OF VISIONARIES BUT A PRACTICAL POSSIBILITY—BOTH POSSIBLE AND ECONOMICAL

BY

CHARLES A. TRIPP

Chairman Smoke Prevention Committee of the Civic Improvement Commission

THERE is probably no subject which is as prominently before the people of our large cities, and at the same time surrounded by so much mystery, as smoke prevention or, as it is more commonly called, smoke consumption.

The general public has not come to a realization of the fact that smoke prevention is not a dream of visionary inventors and reformers, but a practical possibility.

While we submit to the great nuisance and immense loss caused by smoke and soot, there are many plants in Indianapolis which are operated practically without smoke, and at the same time with increased economy.

Smoke prevention is a double economy. It is a saving in coal, and at the same time prevents an almost incalculable damage.

What would be the saving on merchandise stocks in our stores, on furnishings in our homes—to say nothing of the cleaning bill—if smoke and soot were eliminated?

PREVENTION IS POSSIBLE

To quote from a recent bulletin of the United States Geological Survey—"Smoke prevention is possible. There are many types of furnaces and stokers which are operated smokelessly. In short, smoke prevention is both possible and economical."

Smoke prevention can be brought about in one way only—by the complete combustion of coal, or the burning of coal without the production of smoke. Smoke once produced can not be afterward burned or consumed—at least not in a boiler furnace.

A study of smoke prevention therefore comes down to a study of the chemistry of combustion; for the burning of coal is strictly a chemical action—the changing of a solid into gas, and the uniting of this gas with the oxygen of the air to form other gases. This union of the coal or carbon gases with the oxygen produces heat.

Coal is composed chiefly of carbon in two forms: fixed carbon, or carbon not chemically united with any other element, and the hydrocarbons, or carbon united with hydrogen in different proportions. It is the relative amount of these two forms of carbon which determines the "kind" of coal.

COMPOSITION OF COALS

Anthracite is composed of about 95 per cent. of fixed carbon to 5 per cent. of hydrocarbons.

Semi-bituminous—as Pocahontas and other West Virginia coals—is composed of about 75 per cent. of fixed carbon to 25 per cent. of hydrocarbons.

Bituminous—as the Indiana and Illinois coals—is composed of about 65 per cent. of fixed carbon to 35 per cent. of hydrocarbons, and

Lignite—as some of the Colorado and Texas coals—is composed of about 60 per cent. of fixed carbon to 40 per cent. of hydrocarbons.

These are approximate divisions only, as there are no sharp dividing lines. All of course contain percentages of ash and other impurities.

The smokiness of a coal, or the difficulty of burning it without the production of smoke increases with the percentage of hydrocarbons which it contains.

Thus anthracite burns under all conditions without producing smoke. Pocahontas is known as "Smokeless" coal, and is so when compared with the Indiana or Illinois product. Pittsburg coal is between West Virginia and Indiana coal in its percentage of hydrocarbons, and likewise in its desirability as a smokeless fuel.

When coal is added to a fire, the hydrocarbons which are changed to gas at a comparatively low temperature, are first driven off. It is these hydrocarbons which give us all our trouble in attempting to prevent smoke.

Complete combustion is combustion without smoke. In order that combustion may be complete, these hydrocarbon gases must be mixed with the amount of air necessary to furnish sufficient oxygen to unite with all of the carbon to form carbonic acid gas, and with all of the hydrogen to form water—that is to completely burn the hydrocarbon gases—and the whole must be raised to the temperature of ignition.

When it is considered that in the average boiler furnace this must all take place in considerably less than one second, it is not hard to realize that there are difficulties in accomplishing the result, under any but favorable conditions.

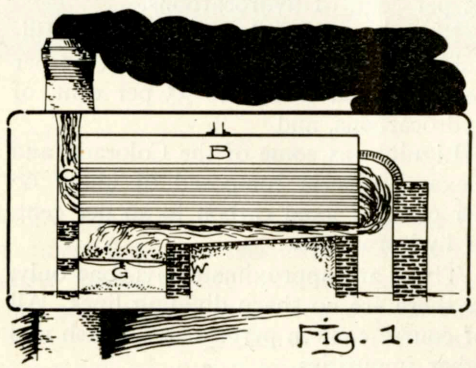


Fig. 1.

Let us now consider to what extent the various boiler furnaces furnish these conditions.

Figure 1 shows the boiler setting most generally used.

Coal is burned on the grate G. The hot gases pass over the wall W, along the under side of the boiler B, and then back through the tubes, which are surrounded by water, to the chamber C which is connected with the chimney.

The distance from the grate G to the shell of the boiler B is about twenty-six inches. The bridge wall W is extended to within about eight inches of the boiler.

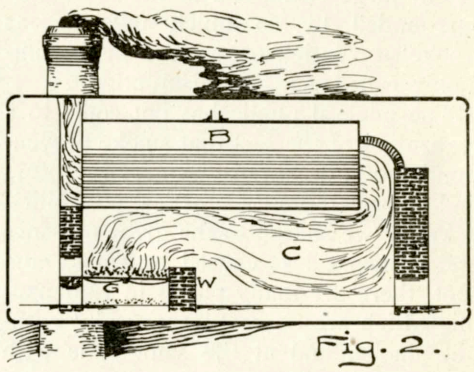


Fig. 2.

Consider the conditions when fresh coal is added to the fire on the grate G. in considerable quantity, as is the usual custom. This coal is heated almost instantly, and the hydrocarbon gases are given off in very large quantities. Just at the time when a greater amount of air is needed, the amount which can get through the fire is reduced by the added layer of fresh coal. Likewise just at the time when the heat of the fire is needed to raise the hydrocarbon gases to the burning temperature, the fire is covered by the fresh coal.

To still further prevent the desired combustion the comparatively cold boiler is placed as close to the fire as it is possible to get it, and then a wall built up at the end of the grate, to make doubly sure that *all* of the gases shall reach the cold boiler at the earliest possible moment. If the *production* of smoke was the chief object it would be *hard* to conceive of any better arrangement for accomplishing the result. It is like heating a cup of water over a candle and

holding the cup so that it is just above the end of the wick. The candle will smoke gloriously, but give very little light, and very little heat—the gases are chilled before they can burn.

A very decided improvement is the setting shown in Figure 2.

This setting is coming into very extensive use. It gives better results both as regards economy and the reduction of smoke than the old type of setting, with the boiler close to the fire. Here the boiler is placed from three to four feet above the grate. The wall W is extended above the grate just sufficiently to keep the coal from being pushed off. This setting while no better as regards air admission and heat from the fire, does provide a large combustion chamber C in which the hydrocarbon gases and air can mix and burn, and naturally lengthens the time in which these changes can take place.

The next modification is shown in Figure 3 in which a fire brick arch A is built out in front of the boiler and the grate placed under it.

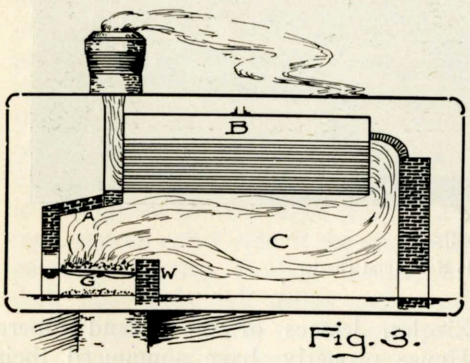


Fig. 3.

This is in reality an old type of setting. It has been used for years in rice and cane mills for burning the refuse, in tanneries for burning spent tan bark, and in lumber mills for burning fresh saw dust, etc. In fact it is the only type of setting which will burn these fuels successfully.

Here we have a very considerable improvement in the conditions for smokeless combustion.

The arch A becomes white hot from the fire. When fresh coal is added, the heat from this arch helps to raise the gases which are given off to the temperature necessary for burning.

The gases rise from the fire, strike this hot arch, instead of the comparatively cold boiler and burn in a combustion chamber of increased size. Tests of this setting have shown an increased economy of at least 5 per cent. over the setting without the arch shown in Figure 2.

The greatest trouble with hand firing, as related to smoke prevention, is the personal element. The easiest way for the fireman is to fill up the furnace with coal, shut the doors and then rest.

This results in the intermittent production of hydrocarbon gases in large quantity, and the requirement for a corresponding air supply, if smokeless combustion is to be obtained.

The fireman can do much to reduce this trouble by the frequent firing of smaller amounts of coal, and by putting fresh coal on only one-half of the fire at one time.

There are a number of devices on the market which aid very materially in the reduction of smoke, by increasing the air supply at the time of firing, when as we have seen the familiar dense black smoke is produced in the greatest quantity. These consist of steam jets variously applied, to act as blowers, so that the steam is turned on when the furnace door is opened, and turned off in a certain time after the door has been closed. In other words the steam jet blower, increasing the draft and air supply, is in operation during the time that the hydrocarbon gases are being given off, and is shut off when not needed. With some device of this character, a properly constructed furnace and careful firing, it is possible to burn bituminous coal practically without smoke. This discussion has been confined entirely to the time of adding fresh coal, because it is at this time that smoke is produced.

BUILDING AND BOOSTING

TWO Seattle boosters met in Portland, Ore., says the Saturday Evening Post, grasped hands, and burst forth about as follows:

"Hello, Bill."

"Hello, Jim."

"When'd you come down?"

"Yesterday morning. When'd you come?"

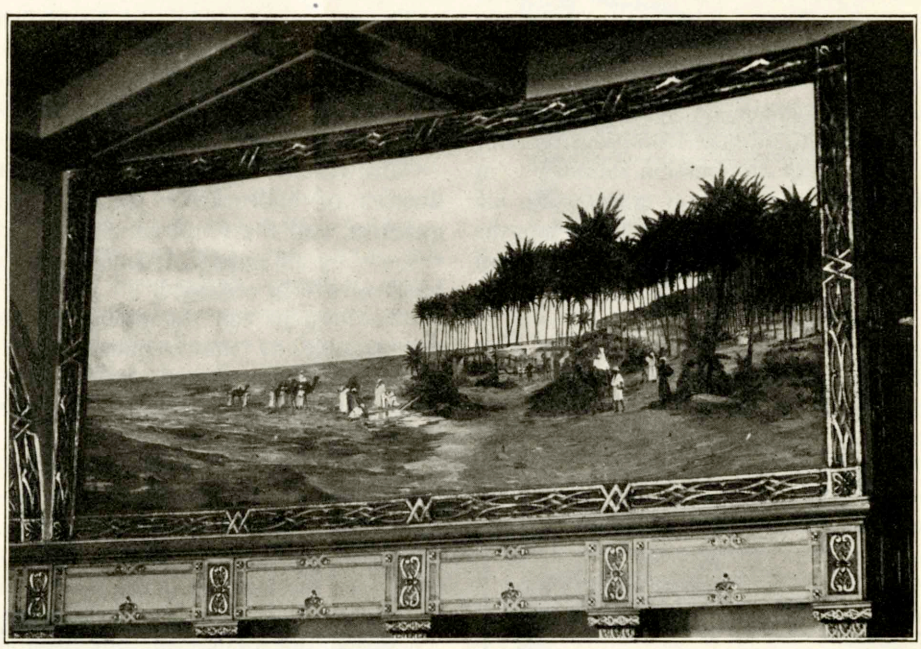
"Last night. Say—Bill—"

"What?"

"Je—ru—sa—lem! You ought to see her now!"

That is boosting of the most exalted type, and it is here related because it is applicable to Indianapolis. Scarcely a day passes without its announcement of some new building project. Ten, twelve and fourteen-story buildings are announced with the nonchalance of habit and custom. It is difficult to keep pace with the building operations and plans of Indianapolis. From one day to the next it is almost another case of "you ought to see her now!"

There has been a remarkable development in theatrical property within the last few months. A little more than a week ago the new Murat Theater, built by the Nobles of the Mystic Shrine, was opened to the public. Anderson and Ziegler, lessees of the Grand Opera House property, have announced their intention of erecting on the site of the Grand a fourteen-story office building. The present auditorium of the Grand will not be changed, but a new lobby and foyer will be constructed, the finest, it is said, in the west. The Colonial Theater is a recent addition to the theatrical ranks, and the Royal Amusement Company has announced plans for the erection of a popular-priced vaudeville house, to be known as the Columbia Theater,



"THE OASIS"

Decorative Panel by Millet in New Murat Theater

on the property at 15, 17 and 19 West Ohio street. This property has been leased by Mabel L. and Lawrence Cummings to Lewis A. Coleman and Henry Dollman, who, with Fred F. Criswell, are the officers of the new company.

A further improvement of Pennsylvania street and the district between Market and Ohio streets is contemplated in the announcement that Thomas Taggart and Crawford Fairbanks are planning the erection of a fourteen-story hotel to replace the Denison Hotel. This structure as reported would cost about $1,000,000. There would be 500 rooms in the new hotel, and a theater as well. The improvement of the Grand Opera House property, which extends to the Lemcke Building, would complete an imposing square.

BEAUTY IN NEW THEATER

An impression of the immensity of the interior of the new Murat Theater, the dizzying loftiness of the proscenium arch and the broad, graceful sweep of the pit, are hardly more forceful than the perfect detail of decoration that has been worked out under the direction of several prominent decorators, who labored in conjunction with the designer. The keynote of this decoration—which is purely arabesque and is said to be one of the finest examples of Oriental decoration in America—is given in two large mural paintings, one on either side of the stage. The paintings portray Arabian scenes, with their hot sands, tall palms and camels, without which Arabia would not be Arabia. These paintings form the center of an unusual decorative scheme, extending not only throughout the theater, but through the clubrooms, to the exterior, and all the way to the summit of the higher minaret with its crowning scimitar and star.

The theater has but one balcony. The walls extend upward in the deep colors of Oriental decoration to the lofty ceiling, the crowning glory of which is an immense chandelier of brass. Two tiers of boxes flank the proscenium arch on either side and are adorned with heavy hangings of rich plush. The proscenium itself is plain, but its loftiness is sufficient for the atmosphere of stateliness it creates.

Theater-goers who visit the new Murat Theater will see little of the ensemble of perfections which caused J. J. Shubert, the lessee, to exclaim, "It's fine!" when he was first taken to the playhouse by Oscar D. Bohlen, of D. A. Bohlen & Son, the designers. Back of the heavy curtains, where they must live who are to entertain, there are conveniences provided that seem like luxuries to most playfolk. Enormous dressing-rooms, for they are enormous, comparatively, extend northward from the stage on several floors and are reached by broad flights of easy stairs. They are lighted and heated and are supplied with every convenience the actor needs and so seldom finds. The stage itself is the largest in Indianapolis, a portion of it being on a revolving pivot, for use in "quick changes." The fly loft is so immense it can accommodate a whole setting pulled upward into it at one time.

HARMONY IN DECORATION

The theater is reached by a broad foyer extending through the building from the New Jersey street entrance. The foyer is a gem in decoration, and it is only for the general harmony of the decorative scheme that the first impression is not the climax of impressions at the structure.

Above and at the sides of the foyer are the rooms of the building to be devoted to the offices and social rooms of Murat Temple, Nobles of the Mystic Shrine. They are reached by a majestic stairway and are characterized by the same faithfulness to detail in design and decoration that is noticeable throughout the structure. Below the pit of the theater is the mammoth banquet hall of the building, one of the largest rooms for gatherings of this kind in Indianapolis.

INDIANAPOLIS, 250,000!

Year	Names	Population
1910	99,458	248,645
1905	88,643	214,105
1900	66,933	167,333
1896	57,221	143,053

A quarter of a million people in Indianapolis!

This is the story told by the new city directory, issued March 1, by R. L. Polk & Co.

The progress and the growth of Indianapolis as a commercial and industrial center are convincingly shown in the facts and deductions drawn from the volume.

During 1909 Indianapolis gained 8,495 in population. That means that the city gained about twenty-three new citizens every day of the year with no time off for Sundays.

It is shown that during the last ten years Indianapolis has gained 81,312—has grown almost one-third.

By actual count it is shown that there were, on January 1, 1910, 1,600 fewer vacant houses in Indianapolis than on January 1, 1909.

The directory lists the names of 99,458 people. Years of study and experience have proved to the compilers that there are two and one-half inhabitants for every name in the directory. Based on the 99,458 names in the new directory Indianapolis now has a population of 248,645.

GETTING TOGETHER FOR TRADE

Trade supremacy for Indianapolis!

This is the purpose of a movement now under way, which bids fair to organize into one great effort, the work of many individuals.

To make Indianapolis a greater market!

To boost Indianapolis as a trade center!

That's the idea. That's what the men and the movement mean.

"Let's get together," said Harold Hibben, jr., speaking to one of the most representative audiences ever assembled in Indianapolis. The men who listened were men who do things in Indianapolis and they were there because they desire to do bigger and better things for themselves and their city.

"The Lord will provide—if we work like the devil." This is the motto presented by George G. Tanner as one that fits the case.

"That's what we've got to do," he said, "work like the devil."

Well, everybody agreed, and there wasn't much argument. It was more in the nature of a "ginger" meeting. It was all settled before the business men arrived at the meeting. Ways and means, alone, were the things to be considered. Every one promised support; every one was enthusiastic; offers of financial aid were thick as 1910 snowflakes and the spirit of accomplishment was in the air.

The outcome of the meeting was a motion, made by Lew W. Cooper, that a

committee, representing every line of trade, be appointed to form a plan for permanent organization. W. J. Mooney, who acted as chairman of the meeting, announced the following committee for this purpose:

John N. Carey, chairman; George G. Tanner, vice-chairman; Lew Cooper, W. L. O'Connor, Carl Fisher, Harold Hibben, jr., Fay Chandler, Will Griffin, William Scott, Vernon Griffith, J. F. Darmody, Louis Hollweg, Frank E. Floyd, H. O. Smith, J. K. Lilly, W. J. Dobyns, Lot Guffin, N. A. Gladding, Otto Lefler, H. Bates, jr., Joseph A. McGowan, J. S. Holliday, George S. Winders, H. C. Atkins, Samuel Fletcher, Harry Danner, Parker Geddes, Henry W. Lawrence, E. A. Hendrickson, Claude McIlwaine, E. C. Dolmetsch, H. H. Rice, L. O. Hamilton, C. J. Truemper and John E. McGettigan. In addition to these names the following were added as advisory members: W. H. Howard, secretary of the Board of Trade; R. G. McClure, secretary of the Commercial Club; William E. Balch, manager of the Merchants' Association; Joseph Keavy, manager of the Indianapolis Freight Bureau, and H. H. Davie, secretary of the Manufacturers' Association.

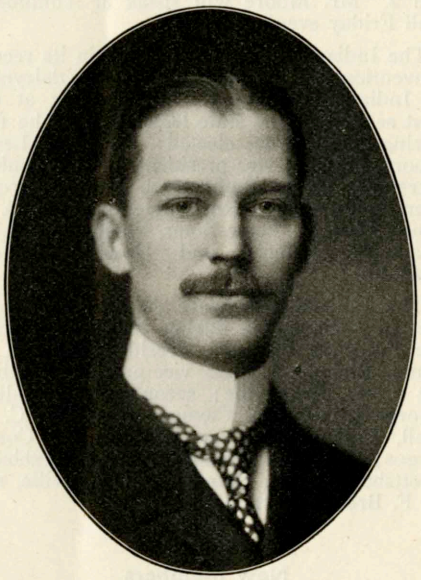
New Plan for Children

The Children's Aid Association has decided on a new plan of guarding the interests and welfare of children. This work will be done by a new committee known as the juvenile protection committee, of which R. B. Wilson is chairman. The announcement was made at a recent meeting of the board of directors, at which officers for this year were elected as follows:

President—Rabbi M. M. Feuerlicht.
Vice-President—M. B. Wilson.
Secretary—The Rev. F. C. S. Wicks.
Treasurer—C. A. McCotter.
General Secretary—Frank D. Loomis.

The new plan for children contemplates the division of the city into fifteen districts, each of which will have a supervisor. The districts will be subdivided into sections which, in turn, will have someone in charge. These officers, all of whom are to be volunteers, will be responsible to the supervisor of the district and will keep a close watch upon conditions affecting children. Any violations of law or conditions detrimental to the children will be at once reported and steps taken for remedying them.

A PRESIDENT IN FACT



WALTON L. DYNES

The board of directors of the Commercial Club held forty-eight meetings from February 9, 1909, to February 8, 1910. Walton L. Dynes attended forty-seven of these meetings. This one fact, alone, taken from the secretary's annual report, gives a "line" on Mr. Dynes, who served during that period as president of the club. He was active. He was a mover. He was on the job.

In addition to the board meetings, Mr. Dynes attended many committee meetings. Hardly a day passed without such service. Mr. Dynes is not only a "good starter," but is a "good finisher" as well. The movements which he helped launch within the club, he gave the benefit of his active direction and energy on the outside. Mr. Dynes is superintendent of mails at the postoffice and is secretary of the Prudential Casualty Company.

COMING EVENTS

Indianapolis Automobile Show	**March 28**
King's Daughters, State Branch	**March 29**
Southern Indiana Teachers	**March 31**
State Prohibition Convention	**April 6**
Laymen's Missionary Convention	**April 12**
State Laundrymen's Association	**April 18**
State Branch, Order Eastern Star	**April 27**
Grand Council Royal Arcanum	**April 28**
Indiana History Teachers' Ass'n	**April 29**

Willis L. Moore, chief of the United States Weather Bureau, will be the big feature at the meeting of the Southern Indiana Teachers' Association in Indianapolis March 31, April 1 and 2. Mr. Moore will speak at Tomlinson Hall Friday evening, April 1.

The Indiana Jersey Cattle Club in its recent convention here decided to assist the dairymen of Indiana in fighting oleomargarine at the next session of the state legislature. The following officers were elected: President, Lewis Moore, Muncie; vice-president, L. G. Vannice; secretary, W. L. Retherford, Muncie; treasurer, A. P. Walker, Rushville; directors, O. P. Jones, Muncie; Peter Soler, Shelbyville; J. B. Bradwick, Muncie, and Howard Adams, Franklin.

The Indiana Hardware Association, which met in Indianapolis during February, elected the following officers: President, Sharon E. Jones, Richmond; first vice-president, Albert De Prez, Shelbyville; second vice-president, George L. Watson, Cayuga; treasurer, C. E. Hall, Indianapolis; secretary, M. L. Corey, Argos; executive committee, W. L. Hubbard, Scottsburg; C. E. Daugherty, Owensville, and A. F. Brown, Darlington.

New Members

The following members have been elected by the Commercial Club since February 10:

C. W. Allison, W. D. Allison & Co.
B. Fishbein, B. Fishbein, wholesale brokerage
W. H. Foreman, physician
Frank D. Fuller, Frank D. Fuller, real estate
William H. Gordon, William Gordon, real estate and rental agent
Hubert H. Keller, Hubert H. Keller, restaurant and bakery
Homer C. Lathrop, Henderson Motor Sales Company, secretary
William G. Miller, Hibbon-Hollweg & Co.
Harry C. Pindar, Remington Typewriter Company, manager
Alfred G. Probert, Hibben-Hollweg & Co.
John X. Reynolds, 366 South Senate avenue
George I. Thompson, Indianapolis Creamery, manager
John L. Vinson, Maschmeyer & Vinson, wall paper
U. Z. Wiley, lawyer
Russell W. Willson, Taylor & Woods, lawyer
Samuel E. Berry, contractor
Brice P. Brown, coffee broker
James Frank Cantwell, A. B. Carter & Co.
N. P. Claybaugh, Southern Colonization Company, real estate
Henry M. Cochrane, City Assessment Bureau
Fred F. Criswell, 19 South Illinois street
A. B. Crooks, Marott Department Store, general manager
William Eckert, National Underwriting Company, secretary
Joel T. Elliott, contractor
W. S. Gilbreath
James E. Glass, life insurance
J. E. Griffin, Continental National Bank, receiving teller
Oscar Hadley, state treasurer
William F. Hansman, Indianapolis Printing Company, proprietor
Charles S. Hernly, New Castle, Ind.
F. B. Hernly, Charles S. Hernly Company, broker
H. S. Homer, Indianapolis Lyric Amusement Company manager
Frederick Hoffstadt, attorney
Bernard Korbly, 604 Indiana Trust Building
Herman Kinzly, hair store, proprietor
Max C. Long, manufacturing jeweler
I. W. Lemaux, Indianapolis Brush and Broom Manufacturing Company, secretary-treasurer
L. H. Macy, Continental National Bank, teller
John K. Milroy, Continental Paper Bag Company, sales agent
Joseph A. Miner, The Perfection Chair Company, president and manager
Willard New, Korbly & New, attorney
George C. Pattison, B. S. Corporation, hardware
Thomas S. Richards, Continental National Bank, general bookkeeper
W. H. Rogers, Canadian Government, agent
R. B. Rudy, Carlin & Lennox, salesman
John T. Saulter, investments
Foster V. Smith, attorney
P. R. Stockton, Wulschner-Stewart Music Company
Charles L. Sutherland, amusements
J. Alfred Thompson, Indianapolis Abattoir Company
C. C. Weiland, Central Supply Company

The membership on January 31, 1910, was 1,778, the largest in the club's history. The net gain in membership over the preceding year was 148.

Men and Affairs

C. L. Hilleary, whose headquarters as general passenger agent of the Lake Erie and Western Railroad have been in Indianapolis for several years, has been promoted to be general agent in charge of traffic and passenger business in St. Louis for the New York Central Lines. The position is a new one.

The board of directors of the Columbia Club has elected the following officers: W. N. Harding, president; E. L. Killen, vice-president; Bert B. Adams, secretary; Horace E. Smith, treasurer, and Thomas E. Meek, assistant treasurer.

The Adscript Club got into the limelight last month by holding an election, with the following result: W. W. Hudson, president; Herman T. Holton, vice-president; H. J. Pomeroy, secretary, and Frank Gandall, treasurer. Now that that's over the club proposes to give a minstrel show. The Adscripters just won't stop.

The directors of the Harley Gibbs settlement raised by popular subscription last month nearly $3,000 as a fund for a permanent home. The settlement has been compelled to move, and the fund was raised at an opportune time. Other money is needed, and, while the active canvass has been ended, the treasurer, H. M. Foltz, is still receiving, and gladly, contributions.

Rent an Office in
The Majestic Building

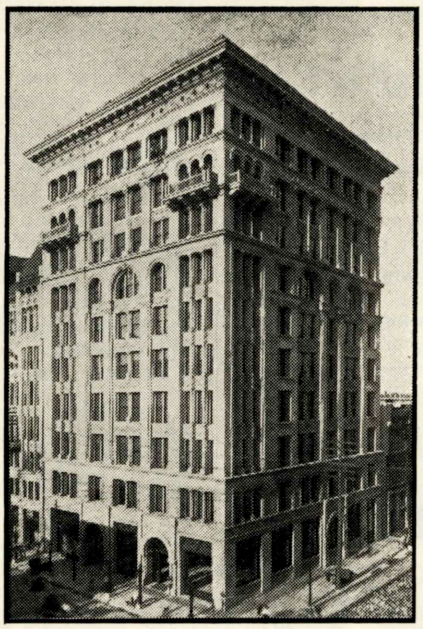
Pennsylvania and Maryland Streets

Elevator Service Six A. M. to Eleven P. M. Seven Days in the Week

Steam Heat

Electric & Gas Light

Ice Water



Janitor Service

Toilets on Every Floor

Cold Water Faucets

Perfect Ventilation

Fire-Proof

The Majestic Building is one of the finest and most up-to-date office buildings in the city. There are probably more people coming to these offices, every day throughout the year, than to any other select office building in the city.

Come and See Them—Most Reasonable Terms

$8.00 to $33.00 Per Month

Apply to GREGORY & APPEL, 121 East Market Street, or to the Custodian of the Majestic Building, 45-49 South Pennsylvania Street, Cor. Maryland

Frank I. Grubbs J. W. Chaille Arch Millikan

DO YOU KNOW THE

New Rubber Stamp Store?

DROP IN OR TELEPHONE

Makers of	*Dealers in*
Rubber Stamps	Numbering Machines
Seals, All Kinds	Dating Machines
Brass Stencils	Rubber Type
Auto No. Plates	Porcelain Signs
Auto Monograms	Stamp Inks and Pads
Badges, Checks, Etc.	Check Protectors, Etc.

Indiana Seal-Stamp-Stencil Co.

144 East Market Street, Indianapolis

Phones, New, 896 Old, Main 1327

H. H. Woodsmall & Co.

Casualty and Fire Insurance and Surety Bonds

STATE AGENTS

United States Casualty Company

Illinois Surety Company

Law Building, Indianapolis

WINFIELD T. DURBIN, President

Federal Union Surety Company

INDIANAPOLIS

ANNUAL STATEMENT

December 31, 1909

ASSETS

Real Estate	$2,200.00
Bonds and Mortgage Loans	376,946.13
Interest Accrued	6,405.64
Premiums Outstanding	53,987.67
Advance on Contracts (Secured)	1,775.54
Cash in Banks and Office	129,830.45
	$571,145.43

LIABILITIES

Capital Stock	$300,000.00
Tax on 1909 Premiums	2,000.00
Unearned Premiums Reserve	146,555.95
Surplus	**122,589.48**
	$571,145.43

Read What We Say in This Space Next Month

Business Briefs

The new factory building of Lewis Meier & Co., at Central avenue and Tenth street, was opened informally Wednesday, February 16, when the management gave a dinner to the 350 employes in the new dining-room. This dining-room is one of the new features of the factory, which is built on the site of the old one. The company manufactures overalls—more than 1,000,000 annually. The officers are: President, Henry Severin; vice-president, Charles L. Buschmann; secretary-treasurer, Theodore Seuel, and superintendent, Fred Rentsch.

The business of Lee Dove & Co., in the Indiana Pythian Building, has been taken over by the Dove-Hopkins Company, which has been incorporated for $50,000. The officers of the new company are: Lee Dove, president and general manager; O. D. Hopkins, vice-president, secretary and advertising manager, and O. P. Macy, treasurer. Mr. Hopkins will continue his work with the O. D. Hopkins Advertising Agency.

Mrs. Aaron Jaffe has sold to Isaac Lewis a strip of property at the intersection of Capitol and Indiana avenues for $24,000. The Indiana avenue frontage is thirty-seven feet and the frontage on Capitol avenue is eighty-six feet. Mr. Lewis is acting in the deal for others whom he is unwilling at this time to name. The negotiations were conducted by Edwards & Edwards, real estate dealers.

The Hide, Leather and Belting Company is enlarging its quarters on South Meridian street by occupying also the building south of its present building, thereby almost doubling its floor space. The building, which suffered a fire loss some weeks ago, has been remodeled to suit Manager A. G. Snider.

C. F. Moffitt, President Geo. Stubbs, Vice-President
S. S. Morrison, Secretary

Bee Hive Paper Box Co.

Manufacturers of

All Kinds of Paper Boxes, Both Folding and "Set Up"

615-17 South Delaware St. Phones 1691

The Cohea-Bramwood Press

Third Floor, State Life Building
Indianapolis

Just because our printing plant is located in the State Life Building, does not signify that we are not fully equipped to handle your printing.

All we need is your order.

Telephone Us When You Are Ready
Old, Main 2484; New, 5773

THE COHEA-BRAMWOOD PRESS

Alterations and improvements which will double the capacity and add many conveniences are under way at the J. F. Wild & Co. State Bank, 123 East Market street. A lease has been obtained on the property adjoining on the east and the two rooms will be thrown into one. A large new vault will be installed and a safety deposit business will be solicited in addition to the banking and bond business now built up. The bank will have new furniture and fittings throughout, these being of marble, mahogany and brass. A rest room for women will be a feature of the remodeled bank.

Through an error in "making up" the February number of FORWARD! the directors of the Indiana National Bank were credited to another institution. The correct list of officers and directors of the Indiana National Bank is as follows:

Volney T. Malott, President.
Henry Eitel, Vice-President.
Macy W. Malott, Second Vice-President.
Edward D. Moore, Cashier.
Thomas H. Kaylor, Assistant Cashier.
Directors—Volney T. Malott, Henry Eitel, John H. Holliday, George B. Yandes, William J. Holliday, Charles H. Brownell, Hiram P. Wasson, Arthur V. Brown and Edward L. McKee.

The Union Station is to be remodeled immediately, it being the intention of the Indianapolis Union Railway Company to spend $75,000 in improvements. The size of the building will remain the same, but changes in the interior, including the utilization of the basement, will add materially to the building's capacity. A canopy will be built on the north side of the station, in Jackson place, so as to protect from the weather passengers arriving or departing in carriages. This canopy will extend to the west and afford the same protection to passengers alighting from street cars. Two features which will meet with cordial approval are increased capacity at the ticket counters—which will be nearly doubled—and an elevator, running from the basement to the top floor.

The property at 22 West Washington street, occupied by the west half of a building leased by the Selig Dry Goods Company, has been bought by the H. Lieber Company for $126,000. The property is 120 feet deep and has a frontage of 17 feet 9¾ inches. It was bought as an investment.

The Enterprise Foundry and Fence Company will erect a new foundry at Twenty-fourth and Yandes streets, at a cost of $6,200. The present plant of the company is at 366–72 South Senate avenue. This will be abandoned for the new site.

The Central Union Telephone Company plans to install a new switchboard at the general headquarters building to relieve congestion on the main exchange. The auxiliary exchange is made necessary partly by increased business and partly because it is not deemed advisable to develop the 9,600-line main board

You Can Run It If It's The Overland CAR

A ten-year-old child in five minutes can master an Overland. There is so little to learn about it that an amateur can run it the first time he tries. It is simple, yet staunch, and easy to keep in order. The simplicity of the car is the key to its wonderful popularity. The Company's Indianapolis factories alone will make 10,000 cars this season and then not meet the demand. The tremendous production has cut the cost of Overlands 20 per cent, and they are today the biggest automobile value in the market—25-horsepower for $1,000; 40-horsepower Roadster for $1,250 and 40-horsepower Touring Car for $1,400 and $1,500.

The Overland Automobile Co
MANUFACTURERS

The Fisher Automobile Co
STATE AGENTS

to its full capacity. The company's net gain in telephones for 1909 in Indianapolis was 5,454.

Reports received by mail from the Indiana-Mexico special tell of the advertising the Hoosier state is receiving in Mexico. C. D. Boyd, representing the Missouri Pacific-Iron Mountain route, writes that "Gausepohl and Flickinger are doing their duty in representing the Commercial Club at all points."

Jerry A. Mathews, an Indiana man, has built up an important clientele as counselor in patent causes at Washington, D. C. He has many clients in Indiana, where he spent most of his life before going to Washington city.

The "new rubber stamp store" is the way the Indiana Seal-Stamp-Stencil Company is advertising its new location at 144 East Market street. The men behind the rubber stamp are Frank I. Grubbs, J. W. Chaille and Arch Millikan.

The Bee Hive Paper Box Company, at 615-617 South Delaware street, is an Indianapolis industry that is willing to make what the other fellow wants, rather than make him take what the company has.

McMeans & Tripp, consulting engineers, have moved into a handsome suite of rooms on the seventh floor of the Majestic building. They were formerly in the State Life.

"Partnership" Insurance

While I write all kinds of insurance, I am specializing on "Joint-Life" Partnership Contracts, covering two and three lives under one policy, paying the full amount at the *first* death. I sold three of these contracts to Indianapolis firms in February.

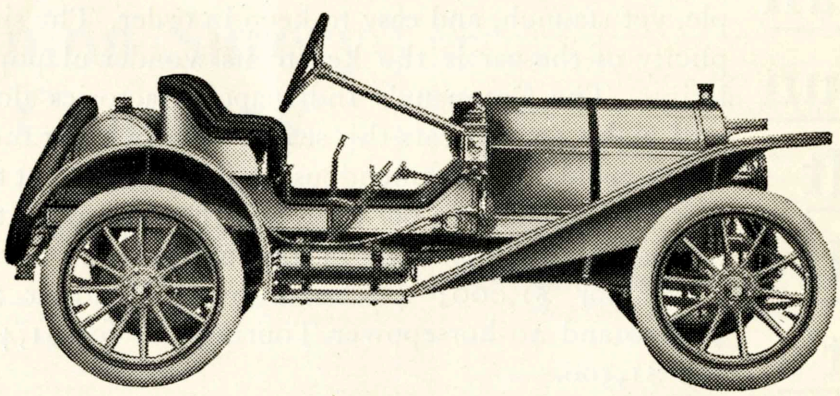
These contracts protect each partner's interest, and also act as a "Sinking Fund," as they have cash surrender and loan values, the same as individual life policies.

Best method of protection and lowest cost. Let me mail you particulars. I don't "worry" nor "pester" my prospects.

WILLIAM A. HUNGERFORD PARTNERSHIP INSURANCE **203 Newton Claypool Building**

Fisher Automobile Co.

400 North Capitol Avenue



Empire $850—The Business Man's Runabout

20 Horse-Power, 32-Inch Wheels, Magneto and Sliding Gear

We also Handle the

OVERLAND, MARION, NATIONAL, STODDARD-DAYTON, COURIER AND BAKER ELECTRIC

Either call and see us, or call Old Phone, Main 7100, New 3545, and ask for demonstration

OPEN DAY AND NIGHT

Everything For Every Sportsman

"THE SPORTSMAN'S STORE"

GUS HABICH, 142 E. Washington Street

The National Safe & Lock Co.

Manufacturers of All Kinds Fire-Proof and Burglar-Proof Vaults and Safes

Bargains in Second-hand Goods, Safe Deposit Boxes, etc

G. G. DERBYSHIRE, STATE AGENT
605 Indiana Trust Building

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

THE HOTEL KINGSTON

(Formerly the Circle Park)

No. 35 Monument Place

CONDUCTED BY
MRS. A. J. TRON

A Modern Hotel Conducted on the European Plan
Special Floor Reserved as Bachelors' Quarters

Business Men's Noon Lunch in the Cafe

After Theater Party Suppers in the Cafe

A Quiet Place in the Business District

Perpetuation of Cheap Gas

The management of the Citizens Gas Company promised that, if the people of Indianapolis would provide the funds, a plant would be established which could produce gas practically free of cost in the holder. This promise has been fulfilled. The Company has proved its ability to make GENUINE CHEAP GAS. No other company in this city can do this, though prices may be temporarily cut to destroy competition.

But the success of this Company and the perpetuation of cheap gas in Indianapolis depend upon the patronage of the people. This Company is now sending out something over 600,000 cubic feet per day. THIS CONSUMPTION MUST BE DOUBLED AT AN EARLY DATE.

If you are not using Citizens' gas, please call at the office or telephone your order. If you are using it, get at least one of your neighbors to do likewise. This is a matter of great importance to you and to the city.

31-33 South Pennsylvania — CITIZENS GAS COMPANY — Main 6800 — New 779

Capital National Bank

Capital $500,000 Surplus and Profits $298,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Phone, Old Main 220 Phone, New 1291

CLYDE A. BOWERS

617 Terminal Building

SELLING THE CELEBRATED

Sewell-Clapp Envelopes

MADE BY THE

OLDEST and LARGEST ENVELOPE MILL in this country devoted to making and printing regular style Business Envelopes. Organization, equipment and 35 years' experience, all concentrated on the production of Business Envelopes of largest practical value. Prompt, painstaking service and trustworthy business methods guaranteed.

O. E. McMEANS CHAS. A. TRIPP

McMeans & Tripp

CONSULTING ENGINEERS

MECHANICAL ELECTRICAL

Factory Architects

Design and Superintendence of Complete Industrial Plants, Steam Heating, Electric Lighting, Power Plants, Machine Designing, Investigations and Reports.

710 Majestic Building

THE BUSY MAN

IS UP-TO-DATE AFTER A HALF HOUR IN THE MORNING WITH

THE INDIANAPOLIS STAR

ALL THE NEWS OF TWENTY-FOUR HOURS IS PRESENTED TO HIM BRIEFLY. IT PAYS TO BE ABREAST OF THE TIMES

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

There is no question about the quality of **Circular Letters**

produced by the Campbell Circular Advertising Co. And their addressing and mailing service is remarkably efficient and reasonable in cost. Litho-Print office stationery is the half-way mark between Lithography and Ordinary Printing.

Campbell Circular Advertising Company

PHONE, NEW 5919
PHONE, MAIN 2379

7 East Market St.

ED. R. CAMPBELL, Manager
ALEX BECK, City Salesman

"The object of this organization shall be the promotion of the commercial and manufacturing interests and the general welfare of the City of Indianapolis, Marion County, Indiana, and vicinity."—*Articles of association of The Commercial Club of Indianapolis.*

As a citizen of "No Mean City" you can best show your patriotism by active membership in the Club with such a purpose.

About 1,700 other live men are members.

MERLE SIDENER

PUBLICITY COUNSEL

607 MAJESTIC BUILDING INDIANAPOLIS

Never heard of Publicity Counsel before?

That is not surprising, for Indianapolis has not possessed this requisite of modern commerce. But New York and Philadelphia industries have learned the value of such counsel.

No business man attempts to draw up a legal document. He depends on the man trained in the law.

The Publicity Counsel bears a similar relation to his client at the court of public opinion. He is trained in the presentation of information to the public. He recognizes the business-getting idea. And he knows how to put it into words.

The department stores—many retailers—have their advertising managers and their tested methods of publicity. But the public service corporation, the manufacturer, the wholesaler, the jobber—they are just learning of the wonderful possibilities for them in intelligent publicity.

It takes a man skilled in word-craft to produce commercial literature. The Publicity Counsel knows what to say, how to say it, when and where. It may be in a sales-letter, a folder or booklet, or possibly an item or story in a newspaper or trade magazine.

Indianapolis is awakening commercially, and will learn the advantage of intelligent publicity in industrial lines. Mr. Sidener has for fifteen years prepared and handled news for the Indianapolis newspapers. He has personally directed publicity campaigns for numerous civic enterprises. His training peculiarly fits him to counsel with important business concerns in the matter of publicity.

Office: 607 Majestic Building

Central Union Telephone, Main 5440

INDIANA STATE LIBRARY

VOLUME II APRIL 1910 NUMBER 3

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

Does Indianapolis Fall Short *of the* Ideal City?

What Does It Need Most?
Moral, Social, Commercial or Physical Improvement?
Big Questions? Yes!
But They Are Answered by Members of
Mayor Shank's

Advisory Commission

CONTRIBUTORS TO FORWARD! *for* APRIL

Dr. T. A. Wagner
F. S. C. Wicks O. D. Odell
W. L. O'Connor
E. M. Barney J. G. Royse
M. M. Feuerlicht

Dr. E. A. Willis
W. L. Hagedon G. D. Wolfe
Richard Lieber
G. D. Thornton C. A. Tripp
Dr. Eugene Buehler

I-306
F 745
v.2#3
Cop. 2

PUBLISHED BY
THE COMMERCIAL CLUB
OF INDIANAPOLIS

When
The Wise Business Man Buys
He Demands Quality

The Quality of An Advertising Medium is Determined by the Strength of Its Circulation

FORWARD'S CIRCULATION LIST IS BUILT EXCLUSIVELY OF MEN WITH PURCHASING POWER

PUBLIC OFFICIALS

SPECIAL AGENTS | GENERAL SUPTS.

PROFESSIONAL MEN | MANAGERS | WHOLESALE MEN

BANKERS | MANUFACTURERS | MERCHANTS | BROKERS

10,000 BUSINESS & PROFESSIONAL MEN

A List of Ten Thousand Men Selected Because of Their Standing and Influence is Worth More Money to the Advertiser Than Fifty Thousand Names Gathered Hap-hazard. The CHEAPEST IS NOT THE MOST ECONOMICAL

ASK FOR THE RATES IN **FORWARD** THE MAGAZINE FOR INDIANAPOLIS

We Can Cut Your Office Costs!

Our scheme for entering petty accounts and our combination Cash and Journal sheet enable the bookkeeper to handle his work in a great deal less time and with increased accuracy—and enable you each day to know what each department is doing.

Send for Free Samples of the Forms

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Outfitters and High Grade Printers* Tels—Main 6776; New 1862

The BELL *System*

Now Reaches 1,000,376 *Telephones in*

OHIO, INDIANA AND ILLINOIS

One Policy, One System, Universal Service

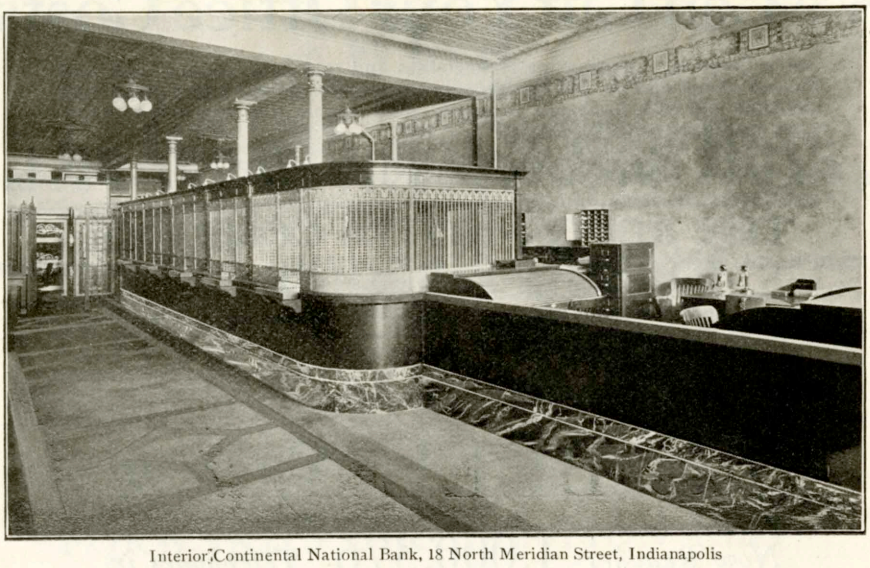
CENTRAL UNION TELEPHONE CO

OFFICE HELP

CAN BE QUICKLY & SATISFACTORILY SECURED THROUGH

STAR "WANT ADS"

JUST PHONE 4000 OLD OR NEW



Interior, Continental National Bank, 18 North Meridian Street, Indianapolis

Your Entire Banking Business

Requires the earnest co-operation of capable, courteous bankers with facilities at their command to render you complete banking service.

¶ The Continental National Bank has ample working capital for your every requirement.

¶ The directorate is made up of representative, successful business men who give time and ability to the affairs of the bank.

¶ The officers are men of long banking experience and recognized ability.

¶ The location of the bank is ideal—right in the heart of the business district.

¶ The policy of the bank is along lines of prompt, courteous attention to every customer's requirements—complete banking service.

May we have *your* business?

The Continental National Bank

18 North Meridian Street

GEO. F. QUICK, President
MORD CARTER, Vice-President
BRANDT C. DOWNEY, Cashier
A. H. TAYLOR, Assistant Cashier

FORWARD!

The Magazine for Indianapolis

Vol. II APRIL, 1910 No. 3

Table of Contents

THE PATHWAY TO AN IDEAL 69

Symposium by Dr. T. A. Wagner, Frank S. C. Wicks, O. D. Odell, Dr. E. A. Willis, W. L. O'Connor, George D. Wolfe, W. L. Hagedon, J. G. Royse, Richard Lieber, M. M. Feuerlicht, G. D. Thornton, Ennis M. Barney

SHALL WE SAVE THE BABIES? ..... **Eugene Buehler, M. D.** 86

THE SMOKY WAY—AND ANOTHER (Part II)... **Charles A. Tripp** 82

AROUND THE WORLD AND HOME 77

WAR ON THE TENEMENTS 76

SUGGESTION FOR A CIVIC CENTER 80–81

TRADE MOVEMENT IS LAUNCHED 79

COURTESY TO STRANGERS 89

ENCOURAGING THE SPEEDWAY 85

URGES NEW FIRE HEADQUARTERS 78

VACANT LOT CULTIVATION 78

FINANCING FAIRVIEW SETTLEMENT 89

DEPARTMENTS:

Coming Events 90

Men and Affairs 90

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! 607 Majestic Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Real Boosting

Did it ever occur to you that every time you ask for an article manufactured in Indianapolis you help the city grow? Rivet that fact to your mind. Get the habit. Be a real booster.

Ask for Laycock Products. You'll help us help the city that much more and in the bargain you'll help yourself, for you'll get the best brand of steel and brass beds and cribs, steel springs, davenports, couches, etc., made.

Whenever and wherever you see "Laycock, Indianapolis," in a dealer's advertisement, consider the words a guide-post to a really good furniture store.

It's a sure sign.

"It's Right"

The T. B. Laycock Manufacturing Co.

Indianapolis, U. S. A.

Pointing With Pride

OH YES! The Speedway is a wonder! Cost $700,000! Finest automobile track in the world! Balloons and aeroplanes there! Going to have a big international aviation meet, too. You just ought to see it!

That's the way you talk about the Indianapolis Motor Speedway, and that's the way Indianapolis feels about it. We strike a "point-with-pride" attitude and let 'er flicker. Naturally the visitor would like to see the Speedway. You have aroused his curiosity. Well, just try to take him out there in your carriage or automobile!

The one direct route to the Speedway is by the Crawfordsville road. You follow Indiana avenue to Fall creek, cross the bridge and—then you are in for it. From that point to the Emerichsville bridge, one mile and a quarter distant, stretches a road wholly undesirable in fine weather and absolutely impossible and impassable in wet weather.

From the Emerichsville bridge on west to the Speedway the Crawfordsville road is kept in good condition by the Speedway management. That mile and a quarter, lying within the city limits and between the Emerichsville and Indiana avenue bridges, is the key to the Speedway.

Recently an Indiana man sought to take a number of visiting business men to the Speedway. He tried the Indiana avenue route and was repulsed. He then drove north to Thirtieth street, thence west to the boulevard, intending to follow that to the Emerichsville bridge. There were obstructions at the boulevard entrance and printed information that repairs were being made. "Keep off!" Impatient and exasperated, the would-be host gently, but firmly, kicked a hole through the barrier, drove the automobile through, and "stuck." His guests returned to town without having seen the Speedway, and took the first trains for St. Louis, Cleveland, Philadelphia and home.

There will be big events at the Speedway this summer. People will be attracted here from all over the country. But that mile and a quarter of very bad road (within the city limits) will prohibit traffic if there's been rain, and it will disgrace the city if the weather is fair.

Did some one make a motion?

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

MERLE SIDENER, Manager

VOLUME II APRIL 1910 NUMBER 3

THE PATHWAY TO AN IDEAL

The members of the advisory commission of Mayor Shank have been asked to suggest in what respects Indianapolis falls short of the ideal city. This question, also, has been asked: "What is needed most—moral, social, commercial or physical improvement?"

The replies of the commissioners are given here.

By DR. T. A. WAGNER

A LACK of conception for law and a disrespect for authority have much to do with keeping Indianapolis from approaching the ideal city. With exceptions done away with, altogether, and every man doing his best to obey laws and make it easier for his fellow citizen to do so, with a strict enforcement of all laws and a deep respect for the officials whose duty it is to enforce them, we would soon get results for the good of our city that we would all be proud of.

I think that Indianapolis needs physical, rather than moral, social or commercial improvement. With physical improvements of the right sort the others will come.

We need parks; we need boulevards; we need improvements in our streets, and in the lighting of them; we need building regulations in regard to both residences and business blocks; we need alley improvements, too.

With the parks, we need birds. If there is one thing in which Indianapolis is lacking it is in not having more singing birds. An ill-placed sentiment is attached to the squirrels in our city. They kill birds and rob their nests. With the eradication of the "squirrel evil" Indianapolis would soon have her trees full of beautiful singing birds. A few years ago a movement among the public school children did much to teach us the value of the birds. It is a pity that it was not kept up, or that the effect was not lasting enough to make us realize what we miss in not having more songsters in our parks and residence streets.

By FRANK S. C. WICKS

THE hope of Indianapolis is the fact that the dominating spirit of our city is the Spirit of Youth. We have the forward, expectant look of the young, backed by virility and vigor. Our old men dream dreams and our young men see visions of the beautiful city that is to be. Divine discontent has taken possession of us, and must move on.

If our ideal is what it should be, then we fall short of it at every point. If we think we have reached perfection at any point, there is the place of danger. That

would mean, in one place we have stopped growing. We may recognize this, and at the same time give full value to the splendid things we have accomplished.

In one respect, Indianapolis is the greatest city in the world. Every good thing in it is man-made. Nature has done almost nothing for us beyond making our soil fertile. There has been a constant challenge to do things for ourselves.

When we wanted a good view, we had to build a monument. When we wanted water, we had to solve engineering problems greater than all other cities. So, in the future, we shall get only what we work for.

Our first need is an enlightened and moralized public opinion. With that, we shall get all we desire. The most I hope from the advisory board is light thrown on our needs. I want no commission with autocratic powers.

We must work incessantly for a unified city; an organism of healthy, co-operating parts; the strength of each part dependent upon the health of the whole. We must fight against sectionalism. If we have a North, a South, a West and an East Indianapolis, each thinking it has interests apart from the whole, we shall accomplish little as a city. The curse of Boston and other cities is suburbs that have little interest in the city as a whole. The one great good of the Commercial Club is that it unites all interests and all sections; it makes us citizens of the one city.

By O. D. ODELL

"I HOPE this commission will not be pressed with so much business, that could well be taken care of by other bodies, that it will not have time to deal with some weighty matters. The danger from the start is dissipation.

There are many questions of vital concern, but the one in which I am most interested is the attitude of the people toward the law. Mayor Shank should be commended for his straightforward and determined action in law enforcement. I would like to see the commission undertake a campaign of education along this very line. It should be possible to so enlighten the community, to so advertise the right, to so popularize decency that the native self-respect of men would be quickened to keep the law.

The conscience of the people has been marshaled more than once in a righteous cause, why not in a civic cause by systematic appeal to the inherent dignity of men? Much has been done along this line by the board of health, the newspapers and other agencies so that a man is ashamed, for instance, to be seen polluting public places. He is simply not respectable. Decency has been popularized.

I am confident enough attention has not been paid to dignifying the law. If we could only elevate the moral attitude of the community so that law-breaking is an indecent, shameful, intolerable thing in the eyes of any self-respecting man, then a long step would be taken in the matter of a clean city. This can only be done by a persistent campaign of education, but it can be done. I hope Mayor Shank will ask us to move along these lines. But whatever he asks, the commission is heartily pledged to do its best.

By DR. EDWARD A. WILLIS

ANSWERING your letter without being allowed the time necessary for the proper preparation of answers at all in accordance with the merits of the questions proposed, I would humbly express as my personal opinion, influenced truly by ideas of friends and acquaintances on certain subjects, in reference to the question, "In what does Indianapolis fall short of the ideal city?" some sugges-

tions for a few improvements—commercial, moral, physical and social in character.

I wish it distinctly understood, however, that in making these suggestions I am not trying to pose as an arbiter of public necessities. Although I am fully convinced of the practicability of the individual suggestions, as evidence of my lack of assurance that these particular suggestions are the only or the most important things in which Indianapolis falls short of the ideal city, I must reserve the right, after a more extended study of the subject, to amend at my pleasure any or all of my suggestions.

I. COMMERCIAL IMPROVEMENTS.
- a. Belt or cross-town lines for facility in street railway service—Building of.
- b. Manufacturing and jobbing concerns to locate in Indianapolis—Means to interest.
- c. Manufacturing and jobbing concerns to remain in Indianapolis—Means to interest.
- d. Street car lines' termini along Washington street, from East street to West street, rather than in the two blocks between Pennsylvania and Illinois street, which will tend to enlarge "shopping" territory—Distribution of.

II. MORAL IMPROVEMENT.
- a. Picture, moving-picture, park and vaudeville shows for youth—Espionage of.
- b. Public school children—Education of in sexual physiology, pathology and hygiene.
- c. Youth in parks and halls—Supervision of.

III. PHYSICAL IMPROVEMENT.
- a. Artificial lake for recreation—Preparation of.
- b. Grade crossings of steam railroads—Elevation of.
- c. Old unusable buildings and rubbish—Removal of.
- d. Pogue's Run into underground sewer—Changing of.
- e. Smoke nuisance—Abolition of.
- f. Street cleaning—Improvement in.
- g. Street lighting—Increase in equipment for.
- h. Insanitary buildings—Renovation of.

IV. SOCIAL IMPROVEMENT.
- a. Charity organizations—Municipal surveillance of.
- b. Police force—Increase in number and efficiency of.
- c. Speeding of automobiles within certain limits—Better means for limitation of.
- d. Teachers in the public schools—Increase in salaries of.

By WILLIAM L. O'CONNOR

THE first and most important improvement toward making Indianapolis an ideal city should be the complete elevation of the railway tracks which now make our city a divided one.

The south side, in my opinion, has never been treated fairly in the distribution of the city's improvements. If the city requires funds to complete this work, the money should be raised, even if a large bond issue were necessary.

We have entirely outgrown our present Union Railway Station. It is entirely inadequate, and it is most dangerous for passengers coming to and from trains, as they have to cross many tracks, and sometimes are entirely blocked from reaching their train by telescope cars ready to move in and out. In all modern railway stations the trains back in, and therefore the danger to life is eliminated.

Our city is greatly in need of a park centrally located where strangers who come to this city could have a resting place. Plenty of seats should be provided in the courthouse and statehouse grounds.

Indianapolis needs a number of modern fire-proof hotels. A small convention now overtaxes our hotel capacity. The other evening during a recent snowstorm, when the cars were unable to run, our own citizens could not get hotel accommodations for the night.

The Indianapolis Street Railway Company has been a great factor in the building up of our city. Some years past, the service was very good, but at the present time the facilities for handling the traffic are entirely inadequate.

Cross-town lines should be immediately built, both on the south and north sides, which would relieve the greatly crowded condition of the cars to-day.

Our theaters, even those so-called first class, are presenting immoral plays. There should be a censor for theaters. I see Chicago has one for its 5-cent theaters, but, in my opinion, our theaters need it more than the moving picture shows.

Indianapolis needs, more than anything else, public-spirited citizens who should be willing to give part of their time toward making Indianapolis an ideal city. Several years ago a number of these good men gave up enough time to go from house to house to get subscribers for the Citizens' Gas Company. They were turned down by some of our wealthiest citizens, who would not subscribe for a share, and who are now shouting from the house tops "We have 60-cent gas in Indianapolis," and are breaking their necks to buy the stock from small shareholders.

These public-spirited men are always ready to do their duty as good citizens should toward building up the city. They are worth their weight in gold. I wish we had more of them.

By RICHARD LIEBER

"IN what does Indianapolis fall short of the ideal city?" you ask. I should answer: In ideal citizens. But what are ideal citizens? Such people, seemingly, who give more to the community than they receive or expect from it.

"What does Indianapolis need first—moral, social, commercial or physical improvement?" Moral improvement by all means, for a community, after all, is neither above nor below the level of the aggregate morals of its members. I have no faith in crusades or crusaders, nor in professional reformers and muckracking moralists; but I firmly believe in personal character, and in the need of a public revival of civic consciousness and *civic* virtue. We are lacking in civic virtue. Our municipal morals are strictly bad. And why? Because we, unfortunately, apply political instead of strict business principles to the conduct of our municipal affairs.

During a campaign we deport ourselves as though the fate of the republic depends on the outcome. But no sooner is the inconsequential result announced than we complacently resume the status quo ante, which is one of utter indifference and indolent lethargy, how the great corporation, of which we are all stockholders, should be governed.

Here it becomes glaringly patent that the principles of our theoretical govern-

ment turn out most hopelessly inoperative when applied to the administration of municipalities.

To bring about a readjustment of the municipal organization and its management along the lines of business competency, we need the active help of every well-wisher of the community, some of that Roman spirit, which pointed with pride to his citizenship: *"Civis romanus sum."*

Our patriotism, so far as our great and beloved country is concerned, can not be doubted; but we need to cultivate that variety which, far from weakening our allegiance to the republic, would strengthen rather and deepen it, namely *local* patriotism.

Let us awaken, then, to the full responsibilities of citizenship, which only build an ideal city. Let us have one common goal—the greatness of our home city as a model municipality, and every other good will follow in consequence thereof.

By GEORGE D. WOLFE

INDIANAPOLIS is "no mean city," but to make it "ideal" many things are requisite. Its great first need is a moral one. "Righteousness exalteth a city, but sin is a reproach to any people." Most urgent is the awakening of a new and higher spiritual conscience in our well-to-do people. People who, having money, or being credited with having money, who, living for the world and the things of the world, have but little real fear of God and but little real regard for men. Such an individual spiritually on the right way and moral, physical, social, commercial improvement follow as the night the day. So it will be with the city. And we need much of moral, social, physical, commercial improvement.

No ideal city—hardly would a decent city—tolerate the daily menace to the life and limb of its citizens that we are exposed to by grade crossings. Elevate the railroad tracks, and begin at once.

Eliminate speedily the hotels and rooming houses which are largely used for immoral purposes.

Enlarge the city hospital, especially by a new contagious disease hospital and a children's ward.

Small parks for the south side very much needed.

Give us some cross-town lines, and make a beginning this year.

In addition to the public comfort station now under construction, there is urgent need for another in a different location close to Massachusetts avenue.

Personally, I believe in the good time coming—surely coming—when that enemy of all righteousness, the saloon and the liquor traffic, will be banished forever from our land. When that day comes we will be far on our way toward the ideal city.

By J. G. ROYSE

"IN what does Indianapolis fall short of the ideal city?"

It would take volumes to answer this question, so I will not attempt it. The principal defect is the "business-is-business," "dog-eat-dog" attitude of the people. We will not have an approach to the ideal city until we get thoroughly imbued with the "one-for-all, all-for-one" spirit.

"What does Indianapolis need first—moral, social, commercial or physical improvement?" The first two items are the most important to any people, and if studied a little it will be seen that these improvements will go hand in hand with the "one-for-all, all-for-one" spirit mentioned in answer to the first question.

The most essential material needs of the city are: More stamina in dealing with public service corporations. Remember that they have been granted valuable privileges by the people and that they owe good service in return. Just now there are a number of street car extensions being asked for. The street car company makes the plea that a certain extension would not pay. That should have nothing to do with the matter. Would the extension cause the whole investment in the entire city to be unprofitable? If not, and the city needs the extension, order it. Keep in mind the fact that it is a public service corporation and not a private affair to be managed with a sole mind to profit.

We need some extensions and we need certain cross-town lines badly. We must elevate all railroad tracks, including switches. We should have a first-class coliseum. The smoke nuisance should be abolished. The park board should be supported in its good work.

The most important commercial need of the city is an equitable adjustment of freight rates.

By G. D. THORNTON

"WHAT does Indianapolis need most, moral, social, physical or commercial advancement, and in what does Indianapolis fall short of the ideal city?"

In answer to the first question, I would say Indianapolis needs commercial advancement most—as outlined at the meeting recently at the Board of Trade building.

As to the second question, it would take more space than is at my disposal to answer it fully. However, I will mention the following improvements necessary to make an ideal city of Indianapolis.

More extensive park and boulevard improvements. More small parks in the heart of the city and the residence districts. A larger and more up-to-date hospital. Hospital for contagious diseases. Better lighting in the business districts, as well as in some parts of the residence districts. Better street car service during the rush in the mornings and evenings. Cross-town car lines. Streets in the outskirts of the city and a great many side streets improved, if only with gravel or crushed stone. Streets improved between car tracks at same time balance of street is improved. Use of anthracite coal in business district. A coliseum, *large* and *commodious*. A larger Union Station. All railroad tracks elevated. Names of streets displayed on all corners in such a manner that they can be easily read, both day and night.

All of these improvements and many others have time and again been suggested, and all are necessary to the making of an ideal city.

By W. L. HAGEDON

WHILE I think Indianapolis is one of the finest cities in the country, it falls short in a number of things of being an "ideal city."

A few of our chief needs are the paving of all alleys in districts where streets are improved. Dirt from these unimproved alleys is carried on to the streets, making it difficult and adding to the expense of keeping them clean. The elimination of smoke in the residence district. Much has been done to suppress the smoke in the manufacturing districts, but the offense of manufacturers is nothing as compared to the damage done by smoking chimneys of our residences. Any housewife will bear me out in this statement. Waste paper thrown on our streets is another nuisance that should be abated. Not only in the business district, but

all over the city. The haphazard method of planting our shade trees does not tend to the making of an "ideal city." The planting and trimming of our shade trees should be in the hands of a city forester, and the law regulating this department should be rigidly enforced. We also have quite a number of old shacks in the business districts that would never be missed if they were torn down and better buildings erected.

What our city needs first, and what we are going to have, is commercial improvement. Our moral and social conditions will, I think, compare favorably with any city in the country. Physical improvement will follow the expansion of our commercial interests by bringing more wealth to our city and thereby making it possible to make these improvements.

By MORRIS M. FEUERLICHT

TO say wherein Indianapolis falls short of the ideal city is, I believe, equivalent to saying wherein does every American city similarly fall short. For Indianapolis, while it may be better, is certainly no worse than the average American municipality in reaching the goal of a mundane "Jerusalem the Golden." That being the case, the proximity to or distance from such a goal is to be measured by the ideals of the individual citizens that make up the city. In other words, as the average citizen is, so will the city be. This seems to be a truism, yet, like most of its kind, it is so self-evident that it is invariably overlooked.

In our latter-day zeal to search out the ills and their remedies in our municipal life we have had much recourse to the microscope, statistics and scientific methods generally, but only to discover the inviolability and permanence of the fact that the city is nothing more nor less than the political composite of the human individuals casting their votes within its borders. And in so far as these human individuals fall short of the ideal, so will their political aggregate likewise fall short. If, therefore, we want to ascertain the level of Indianapolis as a city, we need only strike the level of its average citizens—which is neither indefinable nor unattainable.

Personally, since I understand that to be the purpose of your symposium, and in anything but a holier-than-thou spirit, I believe that the average of Indianapolis citizenship is higher than that of many other cities, but is still short of the ideal in enterprise, energy, generosity, public spirit and political activity in the cleanest sense.

As to what Indianapolis needs first—moral, social, commercial or physical improvement—it follows from the above that we need *all* first! Neither of the adjectives has a right to claim precedence. The city needs steady and symmetrical improvement in all at one and the same time so as to be: Morally, decent, clean and absolutely graftless; socially, cultured but always democratic; commercially, aggressive but always honorable; and physically, aesthetic and healthy and well supplied with preventive as well as remedial necessities.

By ENNIS M. BARNEY

"IN what does Indianapolis fall short of an ideal city?"

Lest any one should infer from what follows that we do not appreciate this city, I desire to say that to me it is "the chiefest city of the land." Notwithstanding this, it is far from an ideal city and can become such only by the most earnest co-operation of all citizens.

Before Indianapolis becomes an ideal city her citizens must more fully appreciate the fundamental purposes of all government, viz., the protection of the weak against the strong and the strong against themselves, by creating conditions under which every external inducement shall be to shun the wrong and do the right. No city aspiring to become ideal can afford, for the sake of revenue to permit the unnecessary tempting of its citizenship toward the immoral.

To make Indianapolis an ideal city her business men must learn to practice the Golden Rule in every avenue of commercial life and conduct their business, not with an eye single to their own aggrandizement, but in the interest of all concerned with the right use of wealth.

Before this becomes an ideal, even a model city, physical conditions must be created that will promote public health to the fullest extent and reduce to the minimum unnecessary discomfort.

Undoubtedly moral improvement is the first need of any city; because it is necessary to genuine social, physical or commercial advancement. Each of these factors in the city's life must progress lawfully if at all, and moral improvement will increase a proper respect for all the laws. It is a good thing to enforce the law, but it is better to inculcate such a respect for law as will lead men to obey because it is the law. If men obeyed the criminal law on their own motion criminal courts and police officers would become a thing of the past and the expense of government correspondingly decreased. If men respected the laws of health the spitting ordinance would enforce itself and the public health be promoted. If men respected the force and laws of good on bad examples the social world would be regenerated. Therefore let every opportunity and means be enlisted to improve moral conditions as the first step in all other reforms that when they are accomplished they shall not need to be re-reformed.

WAR ON THE TENEMENTS

Conditions described by Linton A. Cox in an article dealing with the tenements and slums of Indianapolis, and published in the February FORWARD! were viewed by Dr. C. S. Woods, city health officer, in a recent excursion through the tenement district. An immediate war on these conditions is the result. Dr. Woods will proceed under a section of the housing law if, in the opinion of Corporation Counsel Kealing, it offers the proper remedy.

Following his inspection Dr. Woods made a statement which is convincing.

"It is more than anything else an evidence of the extreme to which human greed drives men," he said. "The tenements are more profitable in an insanitary condition than if money were spent to make them reasonably clean. The human beings who live in the tenements, I find, would consider themselves outrageously robbed if they had to pay more than $1.25 per week for room and board."

The section of the law under which the board of health expects to proceed is as follows:

"General Provisions: Overcrowding—No room in any tenement, lodging or apartment house shall be so overcrowded that there shall be afforded less than 400 cubic feet of air to each adult, and 200 cubic feet of air to each child under 12 years of age occupying such room."

Aside from the overcrowding, the worst condition of the tenement district is found in the lack of sewer connections. In some of the places visited by Dr. Woods these conditions were unspeakable. Dr. Woods believes that a city ordinance requiring sewer connections will be necessary to correct this defect wholly.

AROUND THE WORLD AND HOME

THE record of Jules Verne's hero who went "Around the World in Eighty Days" has been completely outdone by Mr. and Mrs. Charles W. Fairbanks, of Indianapolis. It took them a year and a day—or two. And, returning to Indianapolis, March 24, after their long absence, they found a welcome that must have warmed their hearts.

MR. FAIRBANKS RESPONDING TO WELCOME

Mr. and Mrs. Fairbanks were met at the Union Station by committees acting for the civic and business associations of the city, and were escorted through the streets to the north plaza of the Federal building and to Monument place, where Mr. Fairbanks addressed the assembled crowds.

A battalion of the Tenth Infantry, from Fort Benjamin Harrison, and a representation from the Indiana National Guard, gave a touch of life and color to the procession that added to the cheers for Mr. and Mrs. Fairbanks. The Tenth Infantry band headed the procession, and following the soldiers came the automobiles bearing Mr. and Mrs. Fairbanks, Governor and Mrs. Marshall and the members of the committees.

The day was ideal, and every plan was carried into effect without difficulty. It is a significant fact that, when asked what was the most pleasing sight in the course of his travels, Mr. Fairbanks made prompt reply: "The Soldiers' and Sailors' Monument as I saw it upon my return to Indianapolis." Again in his speech in Monument place, Mr. Fairbanks touched upon his love for Indianapolis.

"We have journeyed far," he said, "and visited many lands and peoples; we

have greatly enjoyed their hospitality—but nothing anywhere has so deeply touched us as this neighborly welcome home. This is, indeed, the crowning glory of the year. The farther we have gone and the more we have seen, the more do we thank Almighty God that we live in Indianapolis."

Governor Marshall extended the formal welcome to Mr. and Mrs. Fairbanks, having been presented by Winfield Miller, general chairman.

Mr. and Mrs. Fairbanks left Indianapolis on their trip around the world March 22, 1909, going to Pasadena, Cal., and thence to San Francisco. From there they went to the Hawaiian Islands. Their subsequent travels took them through Japan, Korea, Manchuria, China, the Philippines, Ceylon, India, Egypt, Palestine, Syria, Turkey, Greece, Italy, Austria, Germany, France and England. They spent Christmas eve, 1909, in Jerusalem, at Bethlehem.

Death Takes Three

Indianapolis lost by death three widely known and highly respected citizens last month—David W. Coffin, George W. Bliss and Arthur Gillet—two of whom, Mr. Coffin and Mr. Gillet, were members of the Commercial Club.

Mr. Coffin died at his home, 947 North Pennsylvania street, after several months of ill health. He was 69 years old, and had been thoroughly identified with the growth of Indianapolis for half a century. He was one of the charter members of the Board of Trade, had belonged to the Columbia Club and had been active in the Commercial Club. He assisted in the organization of the Humane Society, the Boys' Club and the Children's Orphan Aid Association.

Mr. Bliss died suddenly at Hot Springs, Ark., where he had gone seeking health. As a member of the firm of Bliss, Swain & Co. he was active in the business life of Indianapolis and in the work of the Merchants' Association.

Mr. Gillet was vice-president of the Acme-Evans Milling Company, having been elected to that office after having served as secretary-treasurer of the Acme Milling Company. He became identified with the Acme Milling Company in 1890, when he resigned as secretary of the Board of Trade. Mr. Gillet was also a member of the Columbia Club.

Urges New Fire Headquarters

In his annual report Chief Coots, of the fire department, urges the erection of a new building for fire headquarters, two engine houses and an automobile hose and chemical wagon for fire headquarters. Chief Coots does not insist upon utilizing the present site for the proposed new headquarters, but would be content if it were built somewhere else. The merchants of Massachusetts avenue have made known their desire to have fire headquarters removed from the present location at the intersection of the avenue and New York street. They believe it is a detriment to business development, and have even extended assurance that if fire headquarters could be established in another part of the city a big, modern office and business building would be erected where headquarters now stands.

The report of Chief Coots shows seven disastrous fires during 1909, entailing a loss of $201,500. There were 1,323 alarms, which is an increase of ninety-one over 1908.

Vacant Lot Cultivation

The cultivation of vacant lots in Indianapolis is to be conducted this summer in a systematic way. The vacant lots cultivation and home decorating committee of the Charity Organization Society has planned to divide the city into districts, each district to be under the eye of a supervisor, who will agitate the work and give all assistance possible. Seeds will be distributed, and only indolence will be accepted as a reasonable excuse for non-participation in the movement.

TRADE MOVEMENT IS LAUNCHED

THE Indianapolis Trade Association has appeared above the commercial horizon in Indianapolis, and promises to become an active influence for the advancement of this city.

The association starts with a membership of more than 200 business men, most of whom are manufacturers, wholesalers and jobbers. The primary purpose of the association is "to advance the commerce, industries and public interests of Indianapolis." The work of the association is to be divided into three main divisions, as follows:

PLAN OF ORGANIZATION

Division A—The trade extension division, which shall promote the trade and industry of Indianapolis, and shall be directed by a committee of not less than ten nor more than fifteen members.

Division B—The freight and passenger traffic division, which shall co-operate in every approved way with any other organizations in securing for Indianapolis quick and equitable service, equalization of freight rates, terminal facilities and package car service, stop-over and trade excursion privileges and improved switching facilities. This committee shall consist of not less than ten nor more than fifteen members.

Division C—The publicity and convention division, which shall promote in every approved manner the advantages of Indianapolis as a business man's market place and its shipping and passenger facilities; assist in interesting manufacturing and other concerns in Indianapolis as a business location, obtain conventions and meetings of a general nature, which will be of advantage to the city. This committee shall consist of not less than five nor more than fifteen members.

The officers shall be: President, three vice-presidents, general secretary and general treasurer. The three vice-presidents will serve as chairmen of the three main divisions.

The organization has been perfected through the agency of a committee of which John N. Carey was chairman and W. J. Dobyns secretary. Special investigations of similar organizations in other cities were made by Harold Hibben, Jr., by personal visits, and Mr. Hibben's reports, made at mass meetings of the men interested in the Indianapolis plan, had much to do with creating a desire for a trade association in Indianapolis.

Practically every line of industry in the city is represented in the membership of the Indianapolis Trade Association. It is expected that most of the members will receive direct financial benefit from the activities, either in the matter of bringing more trade to Indianapolis or in the elimination of freight rate discriminations. The general plan to bring "new money" to Indianapolis means an indirect benefit to all lines of business and to the citizenship in general.

WILL PULL TOGETHER

The wholesale men and manufacturers of this city have for several years realized that trade which was legitimately theirs has been going to surrounding cities where active trade organizations were at work. All the members are pledged to work together, with the slogan, "All for one and one for all."

The directors of the association are: John N. Carey, J. K. Lilly, W. J. Mooney, H. C. Atkins, G. B. Moxley, William J. Griffin, W. J. Dobyns, E. A. Hendrickson, Lew W. Cooper, Joseph A. McGowan, William M. Taylor, G. G. Tanner, H. O. Smith, William Scott, J. F. Darmody, Samuel Van Camp, Otto Lefler, J. S. Holliday, H. U. Brown, C. V. Griffith, Samuel H. Fletcher, Henry W. Lawrence, T. B. Laycock, Harold J. Hibben, Jr., Gordon Varney, Parker Geddes, Hervey Bates, Joseph Reagan, George Alig, Ferd. Hollweg, C. A. Bookwalter, William J. Taylor, W. L. O'Connor, Albert G. Snider.

The problem of a civic center is one that will not down. In all the length and breadth of the United States there is not a capital free from the desire and ambition thus to improve the state's representative city. This desire has swept, like a contagion, from east to west, north to south.

In some cities the civic center is being wrought—is now being handled in the concrete; in others it has progressed to plans and specifications, but not to appropriations; in others it is a dream, by some called idle, and in still others it is only a desire.

In Indianapolis the desire exists—it is a dream, by some called idle. But, there are men representing the state and city who insist on dreaming the dream over and over again. It takes dreamers to make realities.

BIRD'S-EYE PERSPECTIVE OF PROPOSED CIVIC CENTER AT BALTIMORE, MD.

PHOTOGRAPH SHOWING DISTRICT TO BE IMPROVED AT BALTIMORE

The physical problems surrounding the proposed civic center in Baltimore, Maryland, bear striking resemblance, in general, to those offered in Indianapolis.

As shown in the photograph, the district to be improved in Baltimore is a strip of ground having the state capitol and the capitol grounds as one end. The same condition exists in Indianapolis. In fact, the resemblance is so striking that the Baltimore photograph, at first glance, might be mistaken for a view of Indianapolis.

There is this difference: The opportunity for a civic center is unequalled in Indianapolis. The utilization of the canal, with the river as one terminal and the State House as the other, would give to Indiana's capital an asset second only to the Soldiers' and Sailors' Monument.

THE SMOKY WAY—AND ANOTHER

PART TWO

SUCCESSFUL DEVICES FOR THE PREVENTION OF SMOKE ARE NOW OPERATED IN INDIANAPOLIS—INTELLIGENCE A REQUIREMENT

BY

CHARLES A. TRIPP

Chairman Smoke Prevention Committee of the Civic Improvement Commission

THE general principles governing the burning of coal without smoke were discussed in an article in last month's FORWARD! This showed that for complete combustion—which is combustion without smoke—the hydrocarbon gases, which are given off in large quantities when fresh coal is added to a fire, must be mixed with the amount of air necessary to furnish sufficient oxygen, and the whole raised to the temperature of ignition.

It was also shown wherein the boiler setting in most general use is ill adapted to accomplish this result, and two other forms of setting were described which give a better opportunity for the proper mixing of the gases and air.

Mention was made of the use of steam jets, acting as blowers to increase the air supply and aid in mixing the air and gases, for a short period after firing, during which time most of the hydrocarbon gases are produced.

As soon as the hydrocarbons have been given off, the fixed carbon, or coke which remains, will burn in any furnace without smoke.

A type of furnace for hand firing, which is used quite extensively and with good success in some localities is shown in Figure 4. This operates on the "down draft" principle.

The space F above the grate G is covered by the arch A and entirely enclosed by the wall W. The grate G is made of pipes which are connected with the boiler and are full of water at all times.

The firing doors D are kept open and the draft is down through the bed of fire and into the combustion chamber C as shown. Unburned coal which falls through the grate G is caught and burned on the grate H.

The hydrocarbon gases, mixed with air, are thus drawn through the burning coke which is next to the grate G, and over the fire on the grate H. This gives extremely good conditions for complete combustion, and if a good bed of fire is maintained on the grate G, good results, as regards smokeless combustion, can be obtained.

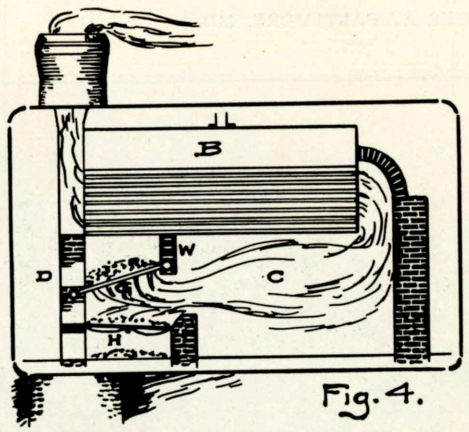


Fig. 4.

The principal objection to this type of furnace for this locality is the trouble encountered from the forming of scale in the pipes of the grate G when hard water is used. Being subjected to the extreme heat of the fire, the pipes will become burned and weakened if not kept in such condition that water is in contact with the inside surface.

All of the effects which may be obtained by regularity in hand firing and the maintenance of favorable conditions for perfect combustion, may be obtained even better by the use of many of the

different styles of automatic or mechanical stoking devices which are on the market.

These may be divided into three general classes: I. Inclined grate stokers. II. Chain grate stokers. III. Underfeed stokers.

One of the various types of inclined grate stokers is shown in Figure 5.

The grate G is composed of bars running across the furnace, and placed like the steps of a flight of stairs. Coal is placed in the hopper H, and is fed from the bottom by the pusher plate P, which has a regular motion backward and forward.

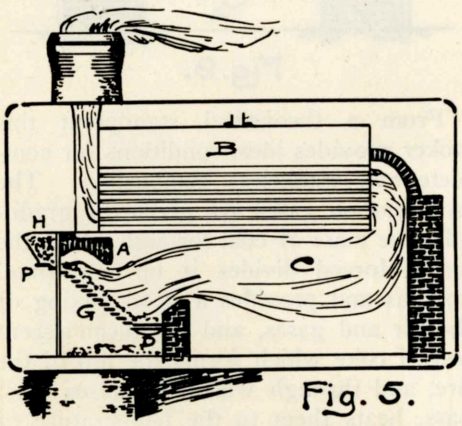


Fig. 5.

The arch A becomes hot and ignites the coal as it is fed on to the grate.

The grate bars G have a rocking motion which moves the coal along from one bar to another until the dumping bars D are reached, from which the ashes are dumped into the pit at intervals.

Another type of inclined grate stoker has two sets of grate bars placed in the direction of the length of the boiler, and forming a V as shown in Figure 6.

Coal is fed from hoppers at the front of the boiler along the top of each grate by screw conveyors A, and distributed along the grates G. The action of the grates is the same as previously described, and the ashes and clinkers are dumped at D.

The inclined grate stoker was the first type placed on the market. It was designed for, and has been particularly successful, with semi-bituminous coals, and with semi-bituminous mixed with anthracite, which is very generally used in New York and vicinity.

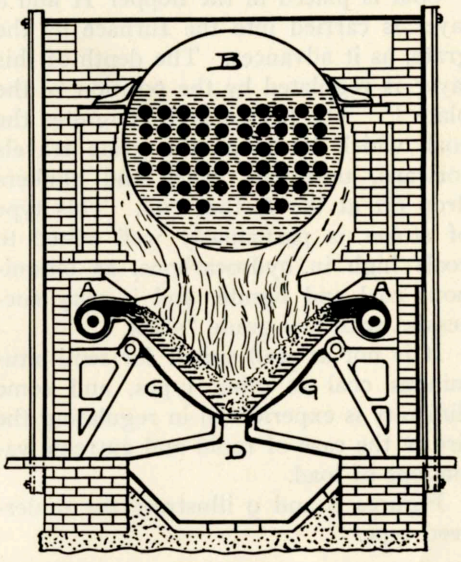


Fig. 6.

In general it is not as well adapted as other types for burning coals with a high percentage of hydrocarbons, and requires careful handling to prevent the production of smoke when using such fuel. It has the advantage of greater flexibility than is possessed by some other types in handling loads which are subject to extreme variations.

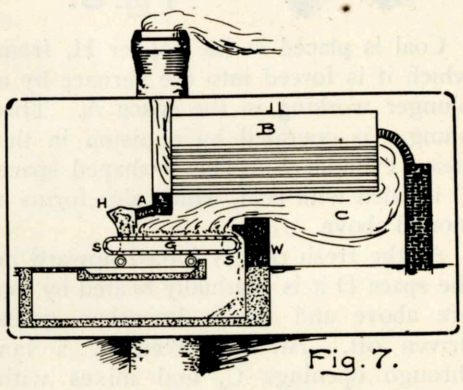


Fig. 7.

A chain grate stoker is shown in Figure 7.

The grate G consists of a series of short iron bars, forming an iron belt which passes around the two wheels S-S, and is moved very slowly in the direction of the arrow.

Coal is placed in the hopper H and a layer is carried into the furnace by the grate, as it advances. The depth of this layer is regulated by the position of the plate P. The heated arch A ignites the coal, which burns as the grate travels forward, until the ashes and clinkers drop off at the farther end. This type of stoker is particularly well suited to coals high in hydrocarbons, as bituminous coal and lignite, and is very successful with low-grade "slack."

It is not as well suited for semi-bituminous coal as other types, and some difficulty is experienced in regulating the fire in the case of rapid and extreme variations of load.

Figures 8 and 9 illustrate the underfeed type.

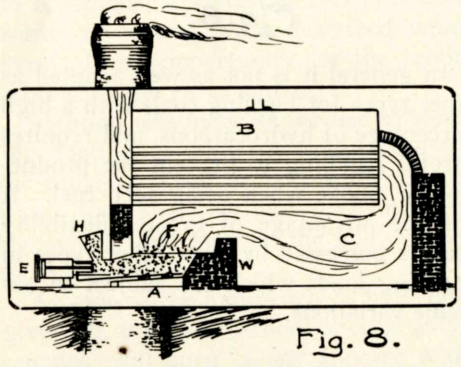


Fig. 8.

Coal is placed in the hopper H, from which it is forced into the furnace by a plunger working in the space A. This plunger is operated by a piston in the steam cylinder E. The V-shaped space D is filled with coal, which also forms a mound above.

As the fresh coal is forced upward in the space D it is gradually heated by the fire above and the hydrocarbon gases driven off. Air is forced by a fan through openings C, and mixes with these gases. The mixture is heated, and burns as it passes through the burning mass of coke which forms the upper part of the mound F. The ashes and clinkers are gradually forced to the edges of the mound, where they are removed.

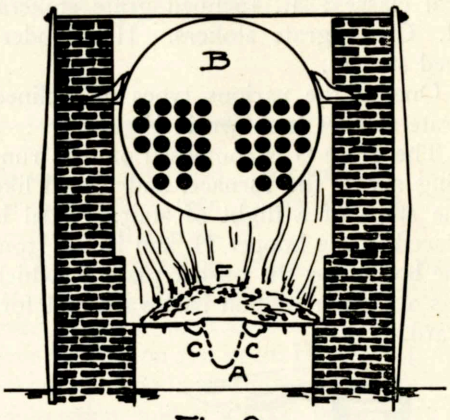


Fig. 9.

From a theoretical standpoint this stoker provides ideal conditions for complete and smokeless combustion. The hydrocarbon gases are given off gradually, the mass of coal through which the air is forced divides it up into small streams and provides a good mixing of the air and gases, and the incandescent bed of coke which forms the top of the fire, and through which the gases must pass, heats them to the temperature of ignition.

This condition works out in practice in many instances. For semi-bituminous, and for bituminous coals which contain a comparatively small percentage of sulphur, this type of stoker gives most satisfactory results. With coals which contain considerable sulphur there is a tendency for large clinkers to form in the upper part of the fire bed, which are not only difficult of removal, but interfere with the maintenance of a good fire. This is particularly true when the fires are being forced.

This description of the three general types of stokers, with some comments on their characteristics, has been given largely to bring out the point that the mere fact that a device is called a stoker is no guarantee that it will burn all kinds

of fuel under all sorts of conditions as to draft and load, do it economically, and in such a manner as to banish the smoke inspector for ever after.

A stoker must be selected and set with regard to the fuel it has to burn, the character of the load it has to handle, and local conditions in general.

There are, right in our city, numerous examples of all of the different types of stokers mentioned, in successful, satisfactory operation. It is probably equally true that there are also examples of all of the types in most unsatisfactory operation, or plants where they have been thrown out as utterly useless. When a given make of stoker is in satisfactory operation in hundreds of plants, it certainly can not be the fault of the machine itself if it fails to do its work and is unsatisfactory and useless in some particular place. We must look for the *reason why,* as there certainly is one in every case of this kind. Sometimes it is the wrong type of stoker for the conditions, or the other way, if you prefer. Sometimes it is due to poor or incorrect installation, or to the wrong size of machine.

Again it is due to improper operation. It is too frequently assumed that a stoker is *automatic* to the last degree—that once installed, it is only necessary to keep the hopper filled with coal and the stoker will do the rest. Nothing could be much farther from the truth. A mechanical stoker is a machine. Like all machines which perform work previously done by hand, it reduces the amount of manual labor; but such attention as it does require, must, in general, be of a higher grade.

MAN MUST CO-OPERATE

There is no mechanical stoker, or other smoke consumer or preventer, which can not be made to produce dense black smoke in large volumes. They not only *can* be made to do so, but *will,* unless properly and intelligently operated.

From these articles I do not wish to be understood as taking the ground that *all* smoke can be prevented. No plant, equipped with any device known at the present time, can be operated without producing some smoke at times—as when starting fresh fires, cleaning fires, or increasing the amount of fire to meet a sudden demand for more steam. On the other hand, if all our boiler plants produced smoke only at such times, we should have a very different appearing city, and the damage to our buildings and merchandise stocks would be reduced in a wonderful degree.

Furthermore, in the vast majority of cases a sufficient saving can be made in coal to pay ample interest on the investment required to bring this about.

Encouraging the Speedway

Appreciating the value of the Indianapolis Speedway to the city, the directors of the Commercial Club have addressed the following letter to the business men and citizens of Indianapolis:

The Commercial Club has had called to its attention a booklet which is being issued by the management of the Indianapolis Motor Speedway, entitled "Indianapolis in the Limelight," which booklet is being issued for the express purpose of advertising the city of Indianapolis.

It is the intention of the Speedway management to distribute free of charge an edition of approximately 30,000 booklets to the automobile trade throughout the United States, and also to issue a second edition which will be disposed of at the Speedway meets during the coming summer.

The Commercial Club has had this matter under careful consideration, and knowing full well the very great value such a booklet will be to our beautiful city, the club takes great pleasure in recommending, in the strongest terms, to the business men and citizens of Indianapolis generally that they most seriously consider the matter of advertising in this booklet.

The Commercial Club also wishes to recommend that all business men of the city assist the Speedway management in advertising the various meets throughout the year by special printing of slogans of different kinds on envelopes and other mail leaving their respective offices.

We trust that all persons will take an active interest in assisting the management of the Speedway in the manner above suggested.

SHALL THE BABIES BE SAVED?

IT'S MOSTLY A QUESTION OF PURE MILK—AND WITH SUMMER COMES THE ISSUE INDIANAPOLIS MUST MEET

BY

EUGENE BUEHLER, M. D.

[Dr. Buehler is chairman of the Pure Milk Commission of the Children's Aid Association. This commission conducts the distribution of pure milk to sick babies and instructs the mothers in the proper care of the food. It has enlisted the voluntary service of four expert physicians, employs four trained nurses and two assistants and distributes pure milk through four stations. Last summer 31,000 bottles of milk, whole or modified according to individual prescriptions, were distributed.—Editor.]

THE importance of a pure milk supply is being recognized everywhere. This is due to the fact that its relationship to the public health is better understood. The first few years of life are, physiologically considered, the most important ones we live, and as milk enters largely into diet and in the first few years of life is the sole food, too much care can not be given to its production and distribution.

WASTE OF LIFE AVOIDABLE

Although it is generally well known that the mortality among infants and young children is very high, it is not commonly recognized that much of it is due to causes which are avoidable, and to one in particular which can be controlled by individual and concerted effort. The annual waste of infant life does not attract the attention it should. This waste of life is often difficult to determine because of inaccurate statistics. In some cities however, this phase of vital statistics has received considerable thought and attention, and in these it was noted that during the months of July, August and September the infant mortality was greatest, and it was not difficult to determine the cause, for the majority of deaths were due to intestinal diseases, and as the food for the infant is milk, most likely impure milk was the cause. It is an unfortunate fact that a very large proportion of mothers, owing to physical defects, or perhaps sociological conditions, do not nurse their offspring, and are dependent therefore upon some substitute. It is well known that cow's milk, with proper modification, is the best substitute for human milk, but should this come from diseased cows, or should the cows be milked by one who is diseased, or should filth be permitted to contaminate it, it will become a real poison.

Unfortunately, it is only too true that much of the milk undoubtedly has been the cause of sickness. Have you ever stopped to think how important and necessary a clean milk supply is? How many thousands of babies are being raised by the cow, and how many thousands are sick and convalescing whose sole diet is milk? This perhaps will give us some idea of the value of a clean milk supply.

FINE FOOD FOR GERMS

Now, let us consider why unclean milk is dangerous. If milk is a perfect food for human beings, it is also a perfect media for the growth and proliferation of bacteria. All kinds of germs thrive on it, both pathogenic, or disease-producing, and non-pathogenic. It is difficult, with extreme care, to eliminate them entirely from the milk, because the air we breathe is full of germs, and some necessarily get into the milk, but fortunately, not all types of bacteria are harmful, but may become so should the milk become old before using, or be kept in a warm temperature so as to permit the germs to proliferate and produce toxins

that eventually when consumed will cause digestive disorders.

Then again there is the danger of the spread of infectious diseases where there are careless producers or creamery dealers. Many an epidemic of typhoid fever, scarlet fever or diphtheria has been traced directly to milk, which was due solely to human origin. The cow never suffers from these diseases, even though she should drink water polluted with sewage. The danger of infection through carelessness was brought home to us recently in our city, when sixteen cases of typhoid fever were reported from one district, and in tracing the milk supply we found that all were getting their milk from the same milk vender, who in turn bought his milk from three or four dairy farmers. Upon investigating these farms no evidence of sickness was found, but we discovered that he bottled this milk in the basement of his home, and did not have the proper facilities for sterilizing the bottles, and some of these had been taken from a home in which there was typhoid fever, and refilled without proper washing and redistributed. The infection that followed was obvious.

FOSTER-MOTHERHOOD

However, there is one disease for which the cow is responsible, and that is the most serious and dangerous of all—tuberculosis. There can be no question that this disease can be transmitted directly through milk from an infected cow. Careful investigators have traced a number of epidemics in children to this source. This emphasizes the importance of having all cows subjected to the tuberculin test. Under ordinary conditions it is difficult to produce and handle milk in a cleanly manner. It is almost impossible under the present existing conditions of milk production in this state, that during the summer months a pure supply can be obtained. The reasons for these conditions are many. First, no facilities for cooling the milk. The ordinary milk producer puts up no ice, but depends entirely upon the spring or running water to remove the animal heat in the milk. In addition to this, there is no refrigerating car service, and milk is seldom iced in transit, so even if there are producers who ice their milk before shipment, the milk becomes warm in transit, and before it is delivered to the consumer develops conditions which make it unfit for the infant.

What can be done to stop this annual waste of human life, due to infected milk? The most obvious answer would be the discontinuance of cow's milk in feeding infants; but unfortunately, bad as it is, it is the only available substitute, or basis for a substitute, for human milk. I stated before that it was difficult to obtain a pure and uncontaminated milk supply during the months of July, August and September. The impossibility of obtaining a pure supply of milk for the many families who are dependent upon the grocery stores for their milk, will be readily seen.

LAWS WOULD HELP

Would legislative enactment procure clean milk? Laws will certainly help, for most persons have a wholesome respect for the law. But can the law, even although a good one, be enforced? Unfortunately, most communities do not employ sufficient or efficient help to enforce it, so here we are handicapped at the outset. Then again, do you think it is possible to legislate cleanly habits into a man whose personal habits are filthy? Surely not. So I believe that the campaign for clean milk is largely an educational matter, and in this we have hope, for the farmer of to-day recognizes the importance of agricultural colleges, and if he can not attend himself, he sends his son, so that in a few generations men who have been properly trained will be returning to the farm—men who know what clean milk production means. In addition to this, up-to-date boards of health recognize the importance of having properly trained inspectors who are capable of advising the farmer and dairyman how to proceed to better his conditions.

Then again, another important factor in bringing about better results, is public sentiment. When this is once thoroughly aroused, nothing will stand before it, so right here is where the public comes in. Whenever you demand a clean milk supply, you will get it. How many who read this know where your milk supply comes from? If you do not, then investigate. See if he is producing his own milk, or is a milk peddler, buying from various sources. If you investigate, your dairyman will take notice, for should you discontinue buying his milk, others may, and this affects his pocketbook, and he will get right. But always remember that it takes money to be clean, and if you demand that your milk be produced in a sanitary barn, from healthy cows, and modern utensils used, then you should be willing to pay a fair price for the product, and the dairyman should not be compelled to compete with one whose methods are unclean, and get no more for his milk. Such a condition is unjust and unfair. Have you stopped to consider that in the past years the price of food for cows has steadily advanced out of proportion to the advance in the price of milk? The price of meat and eggs has steadily advanced, but milk remains about the same from one end of the year to the other. The dairyman is not a philanthropist. We must not expect him to be, and we must when we demand that his product reach a desired standard, pay him a fair price for it, for economy here, as elsewhere in the price of food, is one of the most dangerous of the petty vices. You can generally depend upon it when you are paying an unusually low price for a given article of diet—outside of certain seasonable articles—that you are getting inferior quality. So it depends upon the consumer to decide whether he wants to pay five to seven cents a quart for lactated sewage, or from eight to ten cents for a reasonably clean milk supply.

OTHERS AT FAULT

I have tried to point out some of the shortcomings of the dairyman. The groceries, milk depots and creameries are equally at fault. A statement was recently made by Dr. Woods Hutchinson that, "Milk sold in many of the small city stores contains more bacteria

per ounce than sewage. One teaspoonful of it may contain more millions of inhabitants than there are in the whole of Greater New York, and every particle of its filthiness and deadliness is of our own making, the well-earned and richly deserved wages of our greediness, carelessness and filthiness." From personal investigation, I do not believe that this is an over-stated fact.

Now, we must not stop here, for it is equally important that after you have deserved wages of our greediness, caregotten a pure milk supply you take proper care of the milk when you get it. Do not let it stand out on the front or back porch, but take it in immediately and put it on the ice or in cold water, and keep it there until used. Do not let it stand in an open bottle or pitcher on the kitchen or dining-room table, so that flies can take a bath in it, for here is another fruitful source of danger. In a recent experiment one fly was dipped in sterilized milk, and in less than half an hour, at ordinary room temperature, it contained more than 300,000 bacteria per cubic centimetre, or, in other words, one million. As you know, a fly is not particular as to its habits and environment.

Before closing, let me make this plea. Let us all make a united effort to bring about better conditions. Do not depend entirely upon your local health department, or upon the state board of health, which is doing such excellent work in the betterment of the food supplies of the state. If we can not get a perfect supply for the adult, who by reason of his greater strength and power to resist disease can in a measure hold his own, let us at least have in each community of the state a few sources of supply, so that the baby and the infant under two years of age, whose life is solely dependent upon it, will not be sacrificed.

Courtesy to Strangers

Mayor Shank has caused to be placed in the pay envelopes of members of the police force printed requests that special effort be made to treat with courtesy strangers in Indianapolis. This action followed a suggestion made by the Commercial Club in the following letter:

> The committee on assemblages of the Commercial Club has recommended to our board of directors that in order to instill into the hearts and minds of the citizens of Indianapolis the necessity of courteous treatment to visitors to our city, especially people who wear badges, that once each month every street car conductor, every policeman and every clerk in all the leading department stores should receive in their pay envelope a note calling attention to the necessity of courteous treatment to visitors, especially delegates to conventions who wear badges, thus making each delegate a walking advertisement for our city, and in this way assist in maintaining the good name our city has as a convention city.
>
> Our board of directors, after considering the subject at some length, unanimously approved the recommendation, and instructed the secretary to communicate with the city administration, the president of the Traction Terminal Company, and the department stores mentioned in the resolution, and ask their hearty co-operation in this important matter. The club feels that there is nothing that will advertise our city in a better way than that each visitor may be so well and favorably impressed with his visit to Indianapolis that upon his return home he will constantly be talking of the treatment he received at the hands of our citizens.
>
> Trusting that we may have your hearty co-operation in the manner above suggested, we remain, very truly, THE COMMERCIAL CLUB.

Financing Fairview Settlement

A special effort is being made to place Fairview Settlement on a sound financial basis. This institution is one of the most valuable in the community, for it is doing a large work without placing those who are assisted in the embarrassing position of accepting charity. The Settlement is situated near Fairview Park, and consists of thirteen small cottages besides several larger buildings. Women, made widows by death or desertion, with their dependent children are given homes at the Settlement rent free. The women are then enabled to earn enough to maintain their little families. Improvements in the way of sewage system and equipment for the bakery and laundry, besides other improvements, have caused a debt of about $2,000.

COMING EVENTS

Master Bakers' Convention	**April 12**
Laymen's Missionary Convention	**April 12**
Banquet of Democratic Clubs	**April 13**
State Laundrymen's Association	**April 18**
Indiana Sunday School Association	**April 25**
Order Eastern Star, State Branch	**April 27**
Democratic State Convention	**April 28**
Grand Council Royal Arcanum	**April 28**
Indiana History Teachers' Ass'n	**April 29**
Knights Templars, Grand Com'ndery	**May 11**
Rebekah State Assembly	**May 16**
State Dental Association	**May 17**
Indiana Postal Clerks' Convention	**May 30**

Men and Affairs

Within two or three weeks the new public comfort station, at Kentucky avenue and Washington street, will be completed. Rapid progress has been made, and most of the work yet to be done is interior finishing and the installation of equipment.

The committee of the United States Agricultural and Industrial Exposition, which is seeking a site for a permanent exposition, was delighted with Indianapolis. Other cities are being visited by the committee, and the one offering the best inducements will be chosen. No specific terms were suggested to the Commercial Club committee by the visitors during their entertainment here.

Carl H. Graf has been elected vice-president of the Indianapolis Gas Company. He also holds his previous title of general manager, the promotion coming in recognition of faithful and capable service in managing the company's affairs. The election was held in New York, following the election of directors in Indianapolis. F. S. Hastings is president of the company; William M. Stevenson, secretary and assistant treasurer; Edward Beers, treasurer and assistant secretary; board of directors, E. C. Benedict, chairman, F. S. Hastings, M. J. Quinn, Edward Beers, H. E. Robinson, R. McK. Robinson and Carl H. Graf.

Linton A. Cox, of Indianapolis, has been nominated by the republicans of the Seventh congressional district for representative. Mr. Cox has been active in republican politics in the Seventh district, and is recognized as an able attorney, a good campaigner and an agreeable gentleman.

The merchants and business men of Monument place are not to be outdone. "Boost the circle" is their slogan. They intend to make the circle a popular place from a business standpoint, and will try several plans with this in view. Among the things proposed is illumination by means of sixteen arches, bearing in-

REACH FOR YOUR TELEPHONE
AND JUST SAY—

The Cohea-Bramwood Press

You Will Get Good Printing Every Time

THE COHEA-BRAMWOOD PRESS
Third Floor, State Life Building, Indianapolis, Ind.
Old Phone, Main 2484; New, 5773

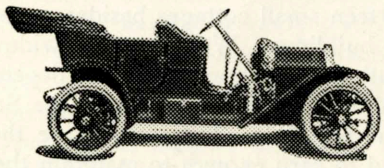
C. F. Moffitt, President Geo. Stubbs, Vice-President
S. S. Morrison, Secretary

Bee Hive Paper Box Co.

Manufacturers of
All Kinds of Paper Boxes, Both Folding and "Set Up"
615-17 South Delaware St. Phones 1691

GOIN' FISHIN'?

All you need is the desire. You can get EVERYTHING ELSE here
"*The Sportsman's Store*"
GUS HABICH
142 East Washington Street



Great Western
30 — $1600
Four Models

Glide Auto Co.
Number 415 Massachusetts Avenue

DISTRIBUTORS FOR
GLIDE AUTOMOBILES — Five Models
$2400 and $2500. GARAGE & REPAIR
SHOP. ALL WORK GUARANTEED

Telephone, Old, Main 4173 Telephone, New 1906

candescent lamps, an advertising campaign and band concerts during the summer.

An increase in wages of 2½ cents an hour has been announced by Will H. Brown, of the Overland Automobile Company. This increase affects more than 1,400 employes, applying also to the Marion Motor Car Company, owned by the Overland Company. The increase went into effect April 4 and is the Overland's method of recognizing the service of its men and showing its appreciation.

The brick residence which for years has been a landmark at the southeast corner of Pennsylvania and Vermont streets, is being razed to make room for a modern business building. This new building will be another of the improvements marking the growth of business to the north. The property is leased to the University Park Building Company for ninety-nine years, and under the terms of the lease the new building must cost at least $50,000.

The Gibraltar Life Insurance Company, backed largely by Indianapolis business men, has been incorporated for $100,000, and has established offices in the Indiana Pythian building. The incorporators are: W. J. Love, George A. Buskirk, of the Union Trust Company; Blake Stone, of the Zener & Stone Co., Arthur E. Love, manager of the Huntington, W. Va., branch of the Acme-Evans Milling Company; James R. Madison, of the Belt Railroad Company; W. J. Love, Jr., manager of the Gallia Furniture Manufacturing Company, of Gallipolis, Ohio; Joseph F. Koster, secretary and treasurer of the Tano Company, of this city; John C. Wocher, M. D.; George H. Love, drafting construction engineer, and O. Seidensticker, of O. Seidensticker & Co.

The Watson-McMahon Company, composed of Terre Haute people, has bought the Hotel English from Jay G. Wilbraham, paying $75,000 for the property and lease. The new company is incorporated with the following officers: Robert G. Watson, president, and Dennis J. McMahon, secretary and treasurer. Luella Watson is a member of the board of directors. Mr. McMahon has taken the active management of the hotel.

The Fulton-Evans Company, office outfitters, have moved into their new room at 33 North Pennsylvania street. The store looks progressive and attractive.

Clyde A. Bowers, 617 Terminal building, is the hustling Indianapolis representative of the Sewell-Clapp Manufacturing Company, makers and printers of envelopes.

Three million religious song books have been sold by an Indianapolis concern—the Hackleman Music Company. These books have gone all over the world, thus advertising Indianapolis. Mr. W. E. M. Hackleman also has done much to make Indianapolis known, he having led the singing in over 200 religious conventions throughout the country in the last few years. He is already engaged to direct the

PENNSYLVANIA

Lines Passenger Service Where Travelers "Feel at Home"

THE SAME POLICY that shaped the Pennsylvania into the strongest and best managed railway system developed its superior passenger service.

ALWAYS THE PIONEER in perfecting appliances that safeguard patrons and reduce the running time of trains, its service today represents the highest standard—so near perfection that it is recognized as "The Standard Railroad of America."

DAYTON, COLUMBUS, PITTSBURGH, BALTIMORE, WASHINGTON, PHILADELPHIA and NEW YORK, ST. LOUIS, CHICAGO and LOUISVILLE quickly and comfortably reached "over the Pennsylvania" in trains of up-to-date equipment, running over the smoothest roadbed and protected by block signals and approved safety devices.

PENNSYLVANIA'S INDIANAPOLIS CITY TICKET OFFICE
48 West Washington Street, Corner Illinois. Both Telephones 858

Room 2 Claypool Bldg.—FRED A. BAUCHENS, Asst. Gen. Pass. Agt., Indianapolis—Phones, Main 860, New 864

music in seventeen religious state conventions this year.

W. W. Richardson has been promoted by the Pennsylvania Railroad, and now occupies the responsible position of assistant general passenger agent at Pittsburg. Mr. Richardson was elected second vice-president of the Commercial Club at the annual election, and his removal from Indianapolis will be a serious loss both to the club and the community. The recognition of his ability and loyal service by the Pennsylvania lines, however, is appreciated by his friends, who join in wishing him continued success. Mr. Richardson is succeeded as assistant general passenger agent in Indianapolis by Fred A. Bauchens, who comes from Toledo with a record which commends him to this city.

Commercial Club Members

The following have been elected to membership in the Commercial Club since March 10:

James M. Berryhill, Remy & Berryhill, attorneys.
J. E. Hall, J. E. Hall Company, civil engineers.
M. W. Kelly, Indianapolis Brass Company, treasurer.
Henry C. Knode, H. C. Knode Company.
Rudolph G. Leeds, Sun Publishing Company, publisher.
Seraph Ashjian, rug manufacturer.
Lester F. Benson, florist.
Royer H. Brown, Indianapolis Star, classified advertising manager.
H. E. Glick, Lafayette, Ind., Lafayette Life Insurance Company, president.
Frederick R. Henshaw, dentist.
George S. Jones, Bureau of Animal Industry, Department of United States Agriculture, clerk of bureau.
Ralph M. Ketcham, attorney.
P. C. Kirtley, Racine-Sattley Company, manager.
Charles F. Neu, physician.
Harry L. Orlopp, August M. Kuhn Company, secretary.
Herbert L. Sawyer, W. K. Stewart Company, manager state department.
W. H. Cook, Fahnley & McCrea Millinery Company, vice-president.
Frank T. Day, Griffith Bros.
Newton T. Elliott, Coleman & Elliott, attorneys.
Herman Eminger, West Disinfecting Company, Incorporated, manager Indiana branch.
Henry B. Heywood, Home Protection Insurance Service.
Harry B. Mahan, paper box manufacturer.
John S. Melpolder, superintendent Indiana Boys' Club Association.
Chris E. Murphy, Catholic Columbia Record, manager.
Harry C. Ostermeyer, Indiana Paper Company, secretary.
Julius Rotbart, broker.
William Ward, real estate.
John Weaver, Weaver & Young, lawyer.

SURETY BONDS
FIRE INSURANCE
CASUALTY INSURANCE

H. H. Woodsmall & Co.

STATE AGENTS
United States Casualty Company
Illinois Surety Company

First Floor, Law Building

New Phone 896 Old, Main 1327

Rubber Stamps

Cost you NOTHING, if your time is worth ANYTHING

Indiana Seal-Stamp-Stencil Co.

144 East Market Street

See this new establishment, if you need

Rubber Stamps	Numbering Machines
Seals, All Kinds	Dating Machines
Brass Stencils	Rubber Type
Auto No. Plates	Porcelain Signs
Auto Monograms	Stamp Inks and Pads
Badges, Checks, Etc.	Check Protectors

Frank I. Grubbs J. W. Chaille Arch Millikan

3,000,000 Song Books

Sunday School Song Books
Church Hymnals, Male Quartette Books, and Octavos for All Voices

Sold by Indianapolis Firm

Largest Dealers in Individual
Communion Services

Call at Office: 416-419 Majestic Building

HACKLEMAN MUSIC COMPANY

EXTRA! 60,000 KILLED

Yes, SIXTY THOUSAND are killed by accidents every year. Over ONE HUNDRED THOUSAND lose hand, foot, sight, or are disabled for life, and nearly a million meet with some minor injury impairing their income.

Oh, no! you don't need Accident Insurance! Were these people EXPECTING THEIR DEATH or ACCIDENT? Not as much as you are now expecting the accident that may happen to YOU any second.

There is but one thing for the REAL MAN to do.

The "TRAVELERS" of Hartford, Conn., is the Oldest, Largest and Best Accident Company in America.

Accident Policies from $3.00 per $1,000, up. Let me mail you circular and rates.

WILLIAM A. HUNGERFORD **203 Newton Claypool Building**
Best Life and Accident Insurance

SAVE $1.00 A TON ON COKE

Citizens Oven Coke
Finest Solid Fuel
For April Delivery

$5.00
A TON

It Will Cost $6.00 If You Wait Until October

Because We Can Not Produce Coke Enough During the Winter Months to Supply the Demand

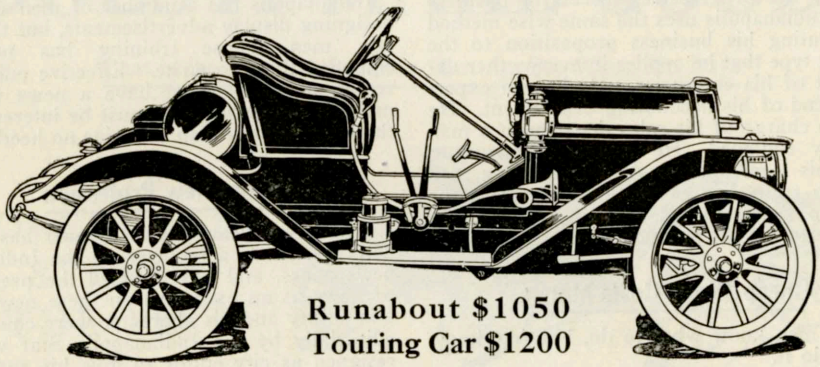
THE SALE OF THIS COKE HELPS US MAKE CHEAP GAS

Order from Any Dealer or

Citizens Gas Company

Telephone, Main 6800, New 779

The Stoddard-Dayton Courier



Runabout $1050
Touring Car $1200

Sliding Gear Transmission. Twenty-Horse-Power Magneto. 32x3½ Q. D. Tires

We also handle the OVERLAND, MARION, NATIONAL, STODDARD-DAYTON EMPIRE and BAKER ELECTRIC

Fisher Automobile Company

400 North Capitol Avenue

Indianapolis Adopts Modern Business Methods

THE COMMERCIAL DEVELOPMENT of Indianapolis in the next ten years will surpass that of any previous decade of her history. And the business man who does not adopt modern publicity methods during that period will become an industrial Rip VanWinkle—unknown and forgotten by the trade. The manufacturer and the wholesaler are rapidly awakening to their opportunities in this line. They are learning the power of publicity, intelligently directed. They are applying the common-sense business rule of consulting the trained man.

What Is Publicity?

Publicity is more than mere advertising. It embraces all the fundamentals of advertising as originally conceived, and adds features that modern conditions have made necessary. The primary purpose of advertising was to attract attention. The sole purpose of modern publicity is to educate.

Formerly the bookkeeper or the head office boy did the "advertising" for the firm. Because it did not cost anything extra to produce the copy the plan was popular. The boss said advertising was a gamble anyhow. And it was—the way he did it. It was a gamble with no chance for him to win.

To-day the progressive, successful business man in Indianapolis uses the same wise method in presenting his business proposition to the public in type that he applies in every other department of his enterprise. He has an expert at the head of his accounting department. He places in charge of his sales department a man especially equipped. He retains a lawyer to handle his legal affairs. And he seeks a man especially trained in presenting matters to the public, to represent his concern in educating the trade to use his product.

Cheap Work Costs Money

Many men know what to do, but few know how to do it.

More loss is caused by things being done the wrong way than by the things left undone.

The stereotype form letter or the uninteresting booklet in the hands of a business prospect arouses no interest. The cost of printing and of postage is wasted. But more serious than that, it has been made doubly difficult ever to reach that prospect. No matter how good is the second message, the recipient remembers the dullness of the first, and is inclined to give even less attention to the second.

Trained Man Knows How

Undoubtedly the business man knows better than any one just what he wants to interest the public in.

And undoubtedly the trained publicity man knows better than any one just how most effectively to present the information in order to interest the public.

The head bookkeeper could not go out and sell a big bill of goods. Then why should he try to write the letter, folder or booklet that is expected to grasp the attention of the business prospect, and hold his attention by its cleverness until he has read the whole proposition and been convinced without realizing it?

Indianapolis has a number of men skilled in designing display advertisements, but there are few men whose training has peculiarly equipped them to write. Effective publicity is really news. It must have a news value to make it interesting. It must be interesting, or the average busy man will give no heed.

Adopts New Profession

For fifteen years Merle Sidener has written news matter as a reporter on the Indianapolis newspapers, and has directed the preparation of news as an executive on these newspapers. His ability and his character were commended editorially by the Indianapolis Star when he resigned as city editor to give his entire time to the profession of Publicity Counsel.

Mr. Sidener is peculiarly fitted to counsel with business concerns in publicity matters. His newspaper work has trained him to view affairs from the eyes of the public—to determine how best to present matters to be attractive and interesting. His ideas may be adapted to any line of business, and Mr. Sidener would take pleasure in consulting business men, especially manufacturers and wholesale men. His office is at 607 Majestic Building. Central Union Telephone, Main 5440.

Conservatism

Is the keynote of the business of this company. It applies common sense to the writing of its risks. It does not take everything offered, just to obtain volume. A bond written by this company is, therefore,

A Recommendation

above the average for individual, firm or corporation.

Federal Union Surety Company

WINFIELD T. DURBIN, PRESIDENT
Lemcke Building, Indianapolis

We also issue Plate Glass, Bank and Merchants' Burglary and Preferred Personal Accident Insurance.

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
710 Majestic Building

The National Safe & Lock Co.
Manufacturers of All Kinds Fire-Proof and Burglar-Proof Vaults and Safes
Bargains in Second-hand Goods, Safe Deposit Boxes, etc
G. G. DERBYSHIRE, STATE AGENT
605 Indiana Trust Building

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

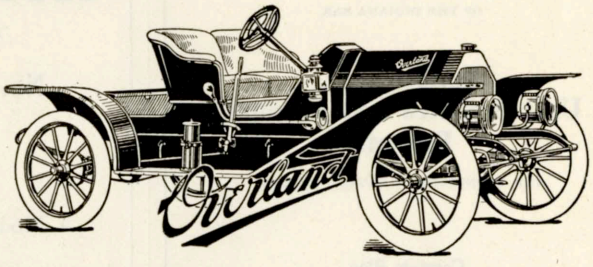
936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

DOES IT MAKE GOOD?

That is the Test the Business Man Applies When He Buys

THE OVERLAND STANDS THE TEST



25-Horsepower, $1000; 40-Horsepower Roadster, $1250;
40-Horsepower Touring Car, $1400 and $1500

The Overland Automobile Co
MANUFACTURERS

The Fisher Automobile Co
STATE AGENTS

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Phone, Old Main 220 Phone, New 1291

CLYDE A. BOWERS

617 Terminal Building

SELLING THE CELEBRATED

Sewell-Clapp Envelopes

MADE BY THE

OLDEST and LARGEST ENVELOPE MILL in this country devoted to making and printing regular style Business Envelopes. Organization, equipment and 35 years' experience, all concentrated on the production of Business Envelopes of largest practical value. Prompt, painstaking service and trustworthy business methods guaranteed.

Typewriters

ALL LEADING MAKES FOR

SALE OR RENT

HIGH GRADE SUPPLIES AT RIGHT PRICES

G. M. Merrick

NUMBER 813 ODD FELLOW BUILDING

New Phone 1378

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.

Washington, D.C.

References

Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

THE HOTEL KINGSTON

(Formerly the Circle Park)

No. 35 Monument Place

CONDUCTED BY

MRS. A. J. TRON

A Modern Hotel Conducted on the European Plan
Special Floor Reserved as Bachelors' Quarters

Business Men's Noon Lunch in the Cafe

After Theater Party Suppers in the Cafe

A Quiet Place in the Business District

7 East Market Street
INDIANAPOLIS

PROCESS LETTERS
ADDRESSING
MAILING

TELEPHONES
Main 2379 New 5919

ED. R. CAMPBELL, Manager ALEX BECK, City Salesman

Remember Litho-Print Office Stationery

This is Not a Sample Copy

The man who receives this number of FORWARD! the Magazine for Indianapolis, is just as much a subscriber as though he had paid. The Commercial Club has paid the subscription and sends the magazine with its compliments.

All that is asked in return is, that the man who receives it will read it carefully, from cover to cover.

Any man receiving one copy and failing to receive others, is requested to notify the office of FORWARD! 607 Majestic Building, Telephone Main 5440.

Mr. Business Man

Within the last five years I have written, personally, life insurance for more than one thousand of the best business and professional men and women of Indianapolis and vicinity, saving them thousands of dollars in premiums and greatly increasing protection to their families.

Some induced to change have died, leaving to their families more than double the former policy, notwithstanding my insurance cost less than half the premium paid previously.

My company furnishes absolutely safe and permanent insurance on a strictly business basis. Policyholders pay all their insurance costs and it costs all they pay.

Contracts are protected by ample reserves deposited with State Auditor of Iowa more than double legal requirements.

The highest yearly cost for death and disability losses and expenses has been:

Age 30, $10; age 40, $12; age 45, $13; other ages, 18 to 55 in proportion.

Ask by phone or card for my

LIFE INSURANCE CATECHISM

read it carefully and you will understand why and wherein it is the height of business absurdity to pay premiums higher than necessary, getting back only a part of the excess premiums, if you cash out, but forfeiting the overcharges and earnings to benefit stockholders and officers, rather than your family, if you die.

Frank D. Shera, State Manager

530 Lemcke Bldg. *New Phone, 3834-K, Main 3295*

NATIONAL LIFE ASSOCIATION, Des Moines, Iowa

VOLUME II MAY 1910 NUMBER 4

FORWARD!

INDIANA STATE LIBRARY

The Magazine for Indianapolis

FOUR MONTHS of SHANK As viewed by

The MAYOR HIMSELF

I
306
F745
v.2#4
Cop.2

Published by
THE COMMERCIAL CLUB
OF INDIANAPOLIS

Looking Forward!

¶ FORWARD is a permanent feature of the civic life of Indianapolis. It is owned and published by the Commercial Club in the interest of the entire city, and its future is not dependent upon its financial success.

¶ No individual has any financial interest whatever in FORWARD. The Club receives the income, pays the bills and directs the policy of the editorial department. A manager is employed for the magazine just as a secretary is employed for the Club.

¶ The Club guarantees all contracts made with the magazine; guarantees the permanency of the magazine; guarantees that there is a bona fide circulation of 10,000 copies a month distributed by mail to a carefully selected list of business and professional men.

¶ Believing that FORWARD is a legitimate advertising medium, the Club invites the business men to use the advertising pages, for by so doing, they will at once obtain value received in publicity and will have a part in providing an official publication devoted solely to advancing the general welfare of Indianapolis.

BOARD OF DIRECTORS
THE COMMERCIAL CLUB
By WINFIELD MILLER, President

"Saves 70% of Our Office Work"

That is an extract from a voluntary letter sent us with remittance in payment for the simple forms we furnished. Our plan cuts down the bookkeeper's work, increases accuracy and enables the manager to know each day what each department is doing. Figure what a 70 per cent saving would mean to you.

Send for Free Samples of the Forms

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Outfitters and High Grade Printers* **Tels—Main 6776; New 1862**

Bell System *Under*-Capitalized

The Bell Telephone System has $524,000,000.00 worth, net, of securities outstanding.

It has tangible property worth $612,000,000.00. That is, $88,000,000.00 of assets, or 17 per cent, in excess of its securities.

This does not include intangible assets, such as patents, franchises, rights of way and good will.

Most corporations capitalize such intangible assets heavily, and collect a good profit on such capital.

In contrast with this policy, the Bell Telephone System, *under*-capitalized $88,000,000.00, as shown above, attempts only to earn a reasonable return on its capitalization.

The American Telephone and Telegraph Company has never paid more than 8 per cent, and the Central Union Telephone Company never more than 6 per cent.

The Central Union Telephone Company is operated economically, making many savings by reason of its large business and systematic methods.

This means that you are buying your telephone service on an exceedingly close margin.

You get more for your money in Bell Telephone Service than in anything else you buy.

The Central Union Telephone Company, *Indianapolis, Indiana*

HOGAN

TRANSFER & STORAGE CO
PACKING, STORING, MOVING

Both Telephones Number 675

SAFES——MACHINERY——STACKS

—Stands for capital and surplus ample enough to meet every banking need and for a directorate peculiarly fitted to administer the affairs of the bank.

—Stands for a corps of efficient officers and clerks, every one of whom is an experienced banker. This working force is at the service of customers in any business transaction.

—Stands for modern facilities and every accommodation for the prompt and accurate handling of banking business—not for a mere money depository alone.

—Stands for efficient, courteous service in every sense of the words. Your business requires it—this bank gives it—not for a while, but all the time, under any circumstances.

When You See "Continental National," it means BANKING SERVICE

The Continental National Bank

18 North Meridian Street

GEO. F. QUICK, President
MORD CARTER, Vice-President
BRANDT C. DOWNEY, Cashier
A. H. TAYLOR, Assistant Cashier

FORWARD!

The Magazine for Indianapolis

Vol. II MAY, 1910 No. 4

Table of Contents

THE SINEWS OF WAR 100

FOUR MONTHS OF SHANK, as viewed by ....The Mayor Himself 101

WILL GO AFTER BIG ORGANIZATION 105

A JOURNEY TO BOYVILLE .....By John Melpolder 106
Secretary Indianapolis Boys' Club

OUR FIRE INSURANCE PROBLEM .....By Richard Lieber 110

SUPPORT FOR MUNICIPAL RESEARCH 111

TRACK ELEVATION IN PICTURES 112

TRADE ASSOCIATION GROWS 114

THE CLUB AS A WOMAN SEES IT .....By Marie Cecile Chomel 115

COMMERCIAL SECRETARIES' MEETING 118

HOW TO SAVE A TRADE SCHOOL 119

CHARITIES ARE APPROVED 120

DEPARTMENTS:

Coming Events 121

Men and Affairs 121

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! 607 Majestic Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Wedding Announcement

Time is here! All the loving daddies and mommers are wondering what real nice thing they can do for the love-lorn sons and daughters.

Of course, there will be cut glass, silverware—all those joy-giving things that shine forth on the "gift table" on that grand day—But!

Of course, daddy and mommer would like to buy a bit of furniture or two for the new home. Buy it on the sly! But what?

Why not one of The T. B. Laycock Manufacturing Company's new and exquisite pressed steel beds, decorated with hand-painted flowers? It's a happy thought!

Local Dealers Have Them

The Sinews of War

HAVE you enjoyed FORWARD!? Do you believe in the work it is doing? Do you stand for what it stands—"for Indianapolis"? Yes?

Well, then, will you back your enjoyment, your belief and your "stand" to the extent of one dollar each year?

We will not attempt to answer that question. It's up to you. FORWARD! came to you unsolicited and with the understanding that it would cost you nothing. Very well. It will continue to come to you and, unless of your own motion you decide otherwise, it will cost you nothing. But, if you enjoy it and believe in it, to the extent of one dollar each year, FORWARD! will be glad to have your subscription. Otherwise things will go along just as they have in the past, and there will be no hard feelings.

It's just this way: The work in which FORWARD! is engaged is a big work. The field it has entered is a big field. It is going to stay on the job, but it is not going to be selfish. It offers an opportunity for each of its ten thousand readers to become a partner in its fight for a bigger and better Indianapolis. This opportunity comes in the announcement that subscriptions will be accepted to FORWARD! at the rate of one dollar, yearly. You have the opportunity of aiding in providing the sinews of war.

If you desire to subscribe—all right. If you don't—all right. Wrap a dollar bill in a piece of paper and mail it with your name to FORWARD!—or just keep still. In either case you will continue to get the magazine regularly.

WINFIELD MILLER,
WALTON L. DYNES,
JOHN E. HOLLETT,
FRANKLIN VONNEGUT,
R. G. McCLURE,

Forward! Committee, Commercial Club.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

MERLE SIDENER, Manager

VOLUME II MAY 1910 NUMBER 4

FOUR MONTHS OF SHANK

AS VIEWED BY

THE MAYOR HIMSELF

THE first four months in 1910 have convinced Mayor Shank that he can not tell the people of Indianapolis to go to thunder. If he could, and really wanted to, he might be able to keep pace with his ambition for the physical and moral betterment of the city of Indianapolis.

Another thing of which he is now convinced is that haste is made very slowly in the progress of municipal affairs.

"It's been slow," says the mayor, referring to the first four months of his administration, "slower than I thought. I had no idea that things could drag so. I've done pretty near what I wanted to, however, up to this time."

Now, of course, Mayor Shank has no real desire, speaking generally, to tell any one to go to thunder. But he has found in the course of his administration that the people who are "for" this and "against" that and who insist upon trying to convince him of the justice of their respective positions contribute largely toward blocking his efforts in certain directions. Influences! Everybody's got a friend and they've all been to see him. No man is too small to have a friend who is big enough to reach the mayor's ear. And they all get there. "Honest men, all of them," says the mayor, "but they interfere."

Now, take the saloon question for example. Mayor Shank has said that the saloons must obey the law and he has almost convinced most of the saloonkeepers that he means it. Despite his declaration there are a few of the saloonkeepers who insist upon violating the law and are called by him to his office for an accounting.

"Now, if they'd just let me alone," says the mayor, "and let me take these men into my office and dispose of their cases according to my own judgment as based upon the evidence, I'd get along all right. But the first thing you know here comes a bank president or a big merchant and says to me, 'Lew, I know that fellow; he trades with me, and he's not such a bad sort. Now, you be just a little bit easy on him.' "

Mayor Shank threw up his hands in a gesture expressive of his frame of mind. "You can't tell the business men of Indianapolis to go to thunder, and there you are! What are you going to do?"

So that's the way it goes. If an improvement is contemplated, there are some to commend and others to condemn it. A moral question is decided, and the mayor is denounced and congratulated. In every step he takes he is pulled and hauled by the forces for and against the proposition, and at the end of four months of pulling and hauling, he finds

himself almost in the middle of the road, a station which appealed to him as the only safe ground when he took his oath of office.

Mayor Shank says he is a man who can see two sides to a question. In some of the questions presented to him he has not been able to decide where right and justice lay, but he says he has disposed of them to the best of his ability.

WHAT PLEASES HIM MOST

In general, Mayor Shank is satisfied with the first four months of his administration. Looking backward he sees little that he would do differently if it were to be done all over again. The thing that pleases him most is the personnel of his official family; with one or two minor exceptions he is absolutely satisfied with the appointments he has made. The most disappointing feature of his administration is that he has not been able to make as much progress as he desired in improvements and betterments that ought to be effected. The most impressive thing he has encountered is the lack of revenue with which adequately to maintain the city government.

"Indianapolis is hard-up and has to borrow money and issue bonds," says the mayor, "because the business interests do not pay their just proportion of the taxes. The big taxpayers do not pay in proportion to what the small ones do, and I'm going after them. Not in any spirit of malice, understand me, but in a spirit of justice to all. Why, go down any of our principal business streets and enter some of the big establishments. Look at their stock and then go look at their appraisement filed at the court house on which they pay taxes. It would make you sick!

"If I could make the people pay the taxes that they ought to pay—that is, to equalize the taxes—I'd be satisfied with my administration. The owner of a house and lot in the residence portions of Indianapolis pays taxes on from 60 to 75 per cent. of the value of his property. The owner of a big business establishment pays taxes on from 15 to 40 per cent. of the value of the property. The small taxpayer carries the burden. If I am ever township assessor, and I don't know but what I'd like to be, I'd take up these big establishments, one at a time, and see that they paid their fair share of the taxes. If this could be brought about, Indianapolis would have plenty of money to conduct its affairs in the right way. The tax rate would be reduced and instead of paying $2.19 we would be paying from $1.75 to $1.80.

"The trouble is that the revenues have not kept step with the growth of Indianapolis. Twenty years ago we had nothing but dirt streets over which a sprinkler passed once or twice a day. A bunch of prisoners was taken out of the jail to scrape a few gutters about election time. To-day we have about 200 men working on the streets every day, to say nothing of the equipment which they use. Conditions have changed. The money which met the requirements of twenty years ago will not meet the needs of to-day."

Mayor Shank believes he has as good a board of works as was ever appointed in Indianapolis. He entertains the same opinion of the board of safety. The members of this board, he says, have pleased him immensely—that they have been right with him on every issue. The park board is doing a great work, in his opinion, and the board of health is all that he could desire.

POLICEMEN WITHOUT STRINGS

"There never has been such harmony in the police department as exists to-day," says the mayor. "There are no strings or influences to prevent any man in the department from doing his full duty. Each man feels free to go out and arrest any one who should be arrested, and he knows that there will be no criticism of his action. I am perfectly satisfied with all the promotions in the department and in the matter of law enforcement I am content.

"I would just as soon resign my office

as to permit the saloons to violate the law and remain open on Sunday. They have been told to obey the law and as long as I am mayor there will be no let-up. As to Sunday baseball, there is no question as to where I stand. I am for it. The people want it, and my opinion is that Sunday baseball is a good thing. I am also in favor of the moving picture shows on Sunday. Baseball and the picture shows do not interfere with anybody else's business or pleasure. A man who dresses up only once a week has a right to go out and enjoy pleasures such as baseball and moving pictures, that do not interfere with other people's pleasure. It's different with saloons. If the saloon is open on Sunday there is always a crowd on the corner to interfere with the business and pleasure of others. The poor devil who wants to go to the baseball game or the picture shows on Sunday has as much right to gratify his desire as I have to go out in my automobile on Sunday.

"The fire department needs some attention. It has not grown with the city. It's a bigger job now with the same old appropriation. The fire headquarters building has outlived its usefulness. I am told by Chief Coots that the sleeping quarters in some of the down-town fire houses are worse than in the tenement district."

Mayor Shank believes that some of the salaries in various city departments are entirely too low. For example, he says that one man who controls an expenditure of $150,000 a year and directs the work of 250 men enjoys a salary of $1,500. This the mayor characterizes as ridiculous. He is convinced that many salaries in city departments should be raised to a place where intelligent and capable men could be employed and properly remunerated.

MAYOR SHANK AT HIS DESK

"I am surprised," he said, "to find that we have done about all that is possible with track elevation under the present law. Work which should be done can not be done until we have help from the legislature. You can't blame the mayor, for his hands are tied. What should be done is to begin at the Union Station

with track elevation and work out to the city limits. It is ridiculous to begin at the city limits and work toward the center of the city.

"The sewage question is another which the people of Indianapolis must meet. Approximately a million and a half dollars must be spent in answering this question. I don't know now just how we are going to do it, but we must keep the sewage out of White river.

"I believe that Indianapolis has about all the improved streets it needs at present. I am in favor of letting it rest at that except where a majority of the residents petition for improvements. Upon the advice of the corporation counsel the administration has decided that the people may choose the kind of pavement, be it asphalt, brick or block, but that the city will determine the quality and make of material to be used.

"And I'll say right here that I am in favor of giving contracts for city work to home people. I would do this even if it cost a little more money rather than to go to some other city and bring in an outside man. I never would have signed that St. Louis contract for the city sprinkling—I would have stood pat.

WOULD PENALIZE CONTRACTORS

"And on the subject of contracts, I'll say that I am in favor of a penalty for contractors who leave streets torn up after a certain length of time. Also the public service corporations should be called to account for injury wrought to the streets which they have torn up. They repair the streets all right after cutting into them, but they don't stay repaired. Clods break up after being thrown back into the excavation and a little bit later the pavement sinks. I don't know whether there is any legal remedy, but I'm going to find out.

STREET CARS AND PAVING

"There has been a lot of complaint about the street car company not paving between the tracks. Now, I can see the justice of the street car company's position as well as the justice of the people's demands. Take Northwestern avenue where there is a demand that the street car company pave between the tracks. The life of the rails now on the avenue will extend through two more years. If the company paves at this time it must either throw away the present rails or must tear up the street two years later to replace them. The company would prefer to use the present rails for two years, then lay new rails and pavement. The same argument is made concerning some of the paved streets. They are in bad condition now. Some people would have them torn up and resurfaced. But as they stand there is still service in the street and the property owners insist upon having the benefit of this service. And there you are again. If the property owner is right, is the street car company wrong? My idea is to make these improvements a few at a time and to keep at it. I believe that when my term is finished all of the necessary improvements will have been made."

Saying which the mayor called for a fresh cigar, lit it, and appeared to be immensely relieved. He will not express any opinion as to whether he's been a good mayor, but he admits that he's trying to be.

WILL GO AFTER BIG ORGANIZATION

Indianapolis will send a delegation of business men to St. Paul the first week in June, in an effort to bring to this city, the national headquarters of the Brotherhood of Locomotive Firemen and Enginemen. The organization holds its convention in that city and the question of removing the headquarters from Peoria, Ill., to some other city is to be determined at that time.

Indianapolis has a special interest in this matter, for at the present time the Locomotive Firemen and Enginemen's Magazine is published in Indianapolis, and it is the purpose of the organization in the future to publish the magazine in the city where the headquarters are located. It would not only be a serious loss to have the publishing office removed from Indianapolis, but the commercial interests of the city realize the benefit that would accrue by having both the publishing department and the headquarters of the organization located here.

Several commercial organizations of the city are combining their efforts and propose to exert every possible influence to have Indianapolis selected by the convention. It is expected that the delegation which will go to St. Paul will be composed of at least ten men especially selected for their individual ability in exploiting Indianapolis. Through a Commercial Club committee there has been some correspondence with the board of directors of the organization. The directors were empowered at the last convention to receive sealed proposals from different cities and Indianapolis will submit a proposition setting forth the advantages to the Brotherhood of Locomotive Firemen and Enginemen of locating their headquarters in Indianapolis.

The membership of the Brotherhood on April 1, 1910, was 68,143. About 40 persons are employed in the headquarters and in the publishing office, and more than $1,250,000 is expended annually. About $1,000,000 is through the beneficiary fund and $150,000 through the general fund. About $75,000 a year is being expended now in Indianapolis in the publication of the magazine, which has an average circulation of more than 65,000 a month.

The magazine uses approximately twenty-two tons of paper a month and the Indianapolis postoffice collects about $6,000 on the magazine and on the Brotherhood directory.

It is the intention of the organization to erect a building of its own in the city selected for the headquarters. When the board of directors visited Indianapolis some time ago, possible sites for such a building were inspected. The directors were well impressed with the headquarters building of the United Brotherhood of Carpenters and Joiners of America, at 222 East Michigan street.

Other cities that will extend invitations to the firemen and enginemen include St. Louis, Cincinnati, Peoria, Detroit, Washington, Philadelphia and Springfield, Ill. Indianapolis believes that none of the other cities can offer greater advantages than are to be found in this city. Indianapolis provides superior banking facilities with eight national banks, five state banks, two private banks and eight trust companies with a combined capital of $8,900,000, and surplus and profits of $5,180,000. Indianapolis also offers a Coliseum with a seating capacity of 10,000 and Tomlinson Hall accommodating 2,800; twenty-five interurban electric lines and eighteen steam railroads; fourteen union printing offices that would be able to handle the monthly journal; favorable state laws for fraternal insurance management; attractive sites for a headquarters' building, and many other advantages which will be presented direct to the committee at the St. Paul convention.

A JOURNEY TO BOYVILLE

SHOWING WHAT THE CITY-BOUND LAD, DEPRIVED OF BROOK, FIELD AND HAYSTACK, MAY DEMAND AS NATURAL RIGHTS

BY

JOHN MELPOLDER

Secretary Indianapolis Boys' Club

A nest of young linnets was in a corner of a field in India. Having lost their mother, they were cold and hungry. They flapped their little featherless wings, thereby attracting the attention of a huge elephant, which stood near by. "Ah," said the elephant, "you poor little things! you have lost your mother and have nobody to nestle you; I am a mother and have a mother's heart. I will nestle you and keep you warm." And thereupon the elephant sat upon the nest containing the poor little linnets.

Moral — Weigh your sentiment.

THE BOY

THE average man of affairs is usually looked upon as a man dominated by system and void of sentiment. But the facts are that his sentiment is often most elephantine in proportions, and that he applies a very crude system, if any at all, in the distribution of his benefactions. In the conduct of his business affairs, he is ever mindful of the relations of cause and effect, supply and demand, efficiency and economy, detail and profit; but in philanthropic affairs, he deals with effects irrespective of their causes; he furnishes supplies without thoroughly satisfying himself about the justice of the demands, he mistakes low expenditures for economy and efficiency, and he expects profits (results) without bothering himself at all about the details. And so it happens that a man astute in business affairs becomes not infrequently the victim of a most pathetic or enthusiastic plea in behalf of a cause of which he would not approve should he apply to it the same test that he applies to his own affairs.

How does the Boys' Club meet this test? In some respects this nest of young linnets may represent the Boys' Club membership, yet the club's fledglings do not flap their wings to show that they are featherless, neither do they exercise their lungs to attract that sentiment which is not weighed in the balance of common sense, nor do they desire to come into contact with that senseless sentimentalism that tends to crush every bit of their manly independence, self-reliance and self-respect.

What makes boys' clubs necessary? The same conditions that necessitate the organization of such industries as, for example, our flour mills and packing houses. Time was when man ground his own corn and hunted his own game. But with the concentration and specialization of commerce and industry, forests were transformed into huge cities and the demand for bread and meat could be met only through systemizing the supply. Time was when the boy, the child of nature, was a part of nature. He breathed the pure air, struggled with the elements, hunted, fished and swam, and thus developed strength and virility. But the evolution of trade and industry caused this boy to be placed where he breathes foul air, where he is restricted in natural activities absolutely indispensable to his happiness and well being; and where his physical and moral vitality is being sapped to the danger of the preservation of the race.

If the primary cause for the deterioration of the race lies in the development of commerce and industry, the effects will, in accordance with the law of compensation, ultimately react upon these agencies. The supply of brain and brawn has been largely drawn from the country, but the movement cityward is lessening and already complaints are heard from merchants and manufacturers of the impossibility to obtain adequate efficient help. Other complaints are made against the constant increase in the tax-rates for the maintenance of police and health departments, hospitals and almshouses, jails and reformatories. And still more complaints are heard because of the many insistent appeals for financial assistance from numerous charitable organizations and institutions. The remedy lies not merely in the return to the simple three R's, nor in industrial education, but primarily in creating conditions and supplying the means which promote health, vigor and self-reliance. The time will come when, owing to improved transit facilities and a saner distribution of industrial enterprises, it will no longer be necessary that people huddle together like cattle in box-cars, but each family will have sufficient room to live and move and have its being; when "lung-blocks" will have been converted into parks and playgrounds and people will have learned to live decently even in large cities.

LETTERS FROM HOME

THREE TIMES A DAY

As for the boy in whom is contained the germ of a normal or a degenerate offspring, a conquering or a dying race, society has created the necessity, the task, to restore to him the means for natural, healthful and legitimate activity. If it can not restore to him the old swimming hole, the babbling brook and the unpolluted river, then it must substitute them with the swimming pool and the shower bath. If it can no longer let him have the trees, the haystacks, the stumps and fences, then it must furnish him with the gymnasium. If it must take away from him the woods and the green fields, the barns and haylofts, then it must supply him with playgrounds and boys' clubs, thereby leading healthful and legitimate activity into proper directions. Society is obligated to provide these, not in the form of charity, but as a natural right; not as a means to rescue boys, but as a means to rescue herself. This is the logical and only conclusion the business man will arrive at, if he will but apply to

this problem a little of his business sense which makes him so successful in his personal affairs. He will be dealing with causes instead of effects; he will stop the leaks.

The Boys' Club deals specially with the boy whose opportunities are most limited for physical and moral development through unfortunate environment. It promotes health, vigor, industry, and self-reliance by heroic treatment in bath-room, gymnasium and workshop. It encourages thrift through the savings bank. It supplies wholesome amusement, proper social intercourse and practical instruction through the game and reading-room and circulating library. It encourages self-expression, self-control, democracy and fair play through its self-governing boys' improvement club and through all its other activities. It does all this by natural instead of forced methods, and that under a leadership that encourages rather than suppresses, that suggests rather than dictates. It pays attention to the *whole* boy, and its highest ambition is to give that attention to *every* boy of this city requiring it.

Modern business and manufacturing concerns must be highly organized to be successful. Accounts are not kept with the Chinese laundryman's counting-rack and bamboo stick; neither is a complicated piece of machinery constructed simply with the hammer and file. Both office and shop are spacious, light and amply provided with up-to-date labor-saving and accuracy-producing devices. The merchant and manufacturer know that system and success are synonymous; but so does the social worker.

BOYS' CLUB ELECTRICAL DEPARTMENT

The importance of manufacturing brain and brawn has been apparent for some years; but the fact that this requires as much space, light and system as does the production of machinery has been but recently recognized. The explanation for this is simply that the investment required for the latter produces profits, whereas that required for the for-

mer produces only results; profits and results being not considered synonymous in this respect until recently.

The Indianapolis Boys' Club has been in existence for more than eighteen years. It has occupied its present building at South Meridian street and Madison avenue, the generous gift of but one family as a memorial to a beloved son and brother—for the last twelve years. While the quality of the work has steadily improved during these years, the limited space and location of the building have prevented expansion. Its yearly membership of about four hundred is practically confined to boys residing on the South Side. There are not less than five thousand boys of humble parentage and restricted environment in Indianapolis for whom such boys' club opportunities should be provided. During the past year three appeals have come to the Boys' Club Association for the establishment of boys' clubs in other parts of the city. The plan is now under consideration for inaugurating, in the near future, a campaign to raise sufficient funds for the erection of a plain, spacious, centrally-located headquarters building in which boys from humble surroundings can feel at home, with a large swimming pool, shower baths, gymnasium, workshops, and a dormitory for homeless boys; for the organization of several neighborhood clubs in outlying districts; and for the furnishing of office rooms in this centrally-located building, free of rent, to other children's organizations of Indianapolis now paying high rents, thus assuring not only financial economy but economy of effort through the establishment of a central bureau of information on the various phases of child-help, and of harmony, co-operation and lack of duplication between these organizations.

Governor Marshall, who is vitally interested in boys, is president of the Boys' Club. The other officers are Charles A. McCotter, vice-president; Mrs. Harry S. New, second vice-president, and Warren H. Munk, treasurer.

The directors are: Bert Adams, Miss Ida Anderson, Mrs. A. V. Brown, Miss Agnes Duncan, Edmund H. Eitel, Mrs. E. S. Elder, Mrs. W. E. English, T. V. Field, Miss Alice Graydon, Harry Glossbrenner, Mrs. R. O. Hawkins, Mrs. J. S. Holliday, H. R. Ihrie, Mrs. W. S. Johnson, Mrs. J. N. Lambert, Mrs. W. H. Leedy, Mrs. Hugh J. McGowan, James M. McIntosh, Herman Munk, Albert Metzger, Rev. O. D. Odell, Mrs. Henry Rauh, Mrs. J. E. Rehm, Mrs. W. J. Reid, Miss Belle Somerville, Clarence Stanley, Mrs. J. A. Sutcliffe, John F. Speer, Rev. F. S. C. Wicks, E. A. Wiley, R. B. Wilson and William A. Wood.

The board of trustees consists of T. C. Day, C. S. Denny, J. H. Holliday and Edgar H. Evans. The advisory board is composed of A. M. Ogle, Rev. Neil McPherson, W. J. Richards, C. S. Denny, V. T. Malott, R. O. Hawkins, James I. Dissette, S. O. Pickens, H. H. Hanna and T. C. Day.

Leaves Beneficial Effect

Indianapolis will not soon lose the beneficial effect of the great convention held last month by the Laymen's Missionary Movement. Gatherings such as these, which appeal to the religious nature of men and arouse in them the desire to be of service to others, can not but contribute to the general uplift of a community. Many of our leading business men were active in this convention, and Indianapolis had the distinction of exceeding, in point of attendance at the sessions in Tomlinson Hall and at the banquet which opened the convention, all the sixty-nine other cities which had previously joined in this national missionary movement. At the banquet 2,175 men sat down at table in Tomlinson Hall while another 150 banqueted at the Y. M. C. A. as an overflow. At the closing session, resolutions were adopted pledging that the protestant churches of Indianapolis will, during 1910, contribute $75,000 to the cause of foreign missions.

OUR FIRE INSURANCE PROBLEM

BY

RICHARD LIEBER

Chairman Public Utilities Committee, Advisory Commission

THE entire question of fire insurance rating is so large and necessarily technical that a layman could not be expected to master it, but there are some few principles involved in the question before us which can be easily understood and which affect thousands of citizens of Indianapolis and should be fully and satisfactorily explained or promptly corrected. It appears that the fire protection of Indianapolis has placed it in the third class among cities, being the same as is given to South Bend, Richmond, Muncie, Marion, Lafayette, Ft. Wayne and Elkhart. If Indianapolis is actually no better in its fire protection than these other cities an equal classification and an equal basis rate with them would seem justified.

Not satisfied with this, a further charge of 5 cents per hundred dollars of insurance has been added to the cost of insurance procured by each and all insurers of mercantile property in the city of Indianapolis. This charge applied here and not in these other cities is an added tax which neither in form, amount nor in any way is called for or provided for in the schedule of rates presumed to be applied here as well as elsewhere in Indiana. This additional insurance tax aggregates tens of thousands of dollars borne by this community.

AT THE JUMPING-OFF PLACE

It was asked by numerous insurers that we ascertain why they are so burdened when other communities are exempt, and especially when the schedule which is said to be used for the purpose of assuring uniform and fair rates does not call for this charge. In the meantime we have learned that the ground formerly occupied by the local fire bureau having become untenable, position was shifted and an altogether new "cause" or excuse substituted.

If it isn't the water service, it's the fire department or for that matter any other alleged defect. And withal there remains the bone of contention—as of yore—the improper classification of the city and the arbitrary aftercharge of 5 cents. Indianapolis, the thriving inland metropolis in class 3, plus 5 cents aftercharge is placed on the outskirts of civilization; the very jumping-off place of fire insurance. It seems to me that civic pride should rise in indignation against such treatment. It is manifest that an injustice is being worked against insurers of this city and that all insurance men would be alike interested to assist in its immediate correction. When this amendment has been made it will be time enough to take up the question of classification of the city. Then we can see if such equipment and safeguards can be secured as would entitle it to credit for improved classification and consequently to the lowest possible basis rates.

A comparison with other cities in Indiana is contained in the following table:

City	Brick Mercantile Buildings Number of Stories				Frame Number of Stories		
	1	2	3	4	1	2	3
Elkhart.....	42	44	46	49	75	79	84
Evansville....	45	47	49	52	78	82	87
Ft. Wayne....	42	44	46	49	75	79	84
Lafayette.....	42	44	46	49	75	79	84
Marion.....	42	44	46	49	75	79	84
Muncie.....	42	44	46	49	75	79	84
Richmond....	42	44	46	49	75	79	84
South Bend...	42	44	46	49	75	79	84
Terre Haute..	40	42	43	46	73	77	82
Indianapolis*.	42	44	46	49	80	84	89

*Exclusive of five cent arbitrary aftercharge, not applied elsewhere.

The basis rate above named for Indi-

anapolis (including the arbitrary aftercharge) has the effect of establishing its basis rating approximately equal to the following international centers classed by insurance authorities as 3½: East Chicago, Hammond, Indiana Harbor, Logansport, Mishawaka and West Lafayette.

The public has been guided more by a feeling of wrong suffered, than by a clear understanding of the case. It knows that something is ailing it, but it has been unable to locate the cause. The insurance companies, on the other hand, the fire estimate bureau and the agents, are willing to do the doctoring, but complain that the patient is not willing to submit to their mode of treatment or follow prescriptions. If you now go back to the patient and tell him about it he'll either moan or swear—as the case may be—that he has spent already more than his income on these malpractitioners and that they all have failed to improve his condition or relieve his troubles.

The insurance companies—at least so far as this city is concerned—are wholly out of touch with its people, that pay them annually more than a million and a quarter of dollars in premiums.

The airy attitude of the late Mr. Vanderbilt cost him a great deal of worry and money.

Our Catonic "Ceterum autem censeo" is that, the unjustifiable aftercharge of 5 cents must go and a fair rating based on a binding agreement between the city and the companies must follow.

It is for us to demand our rights.

Indianapolis to the Fore!

SUPPORT FOR MUNICIPAL RESEARCH

With a view to giving substantial support to the movement for the establishment of a bureau of municipal research in Indianapolis, the Commercial Club has appropriated $500 to be placed in the hands of such a bureau as soon as organized.

The following recommendations by a special committee were approved by the board of directors of the Commercial Club, April 26, 1910:

1. That a bureau of municipal research be established in the city of Indianapolis which shall be a separate corporation free from the domination or control of any other organization or organizations.

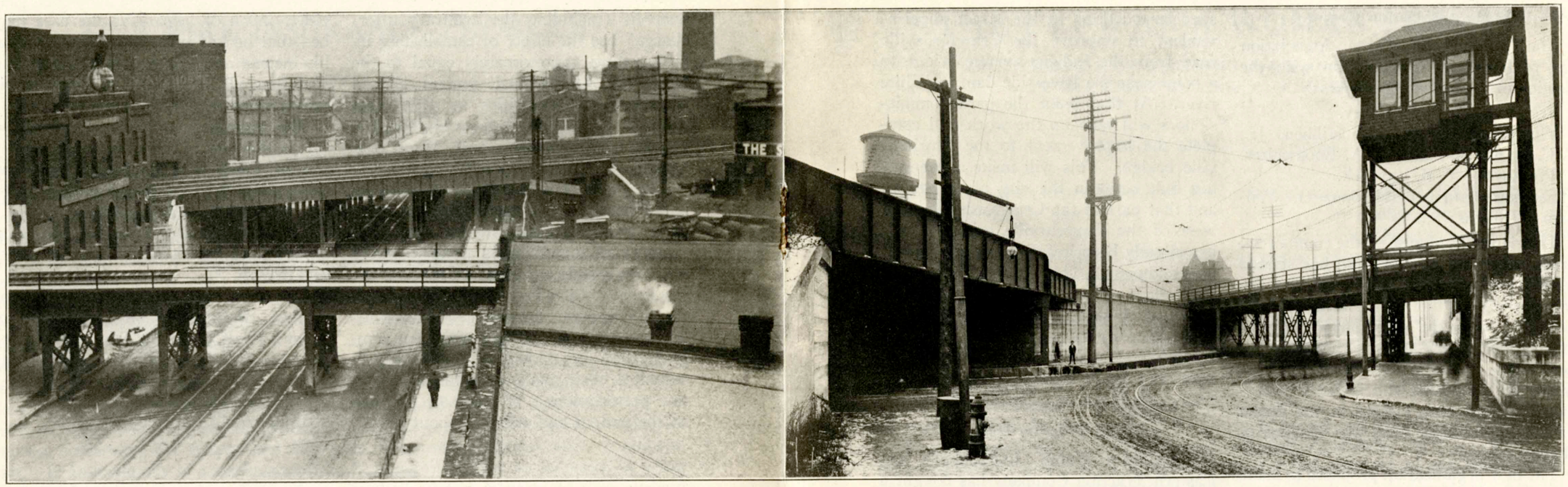
2. That this bureau of municipal research shall eventually be permanently maintained by popular subscriptions, donations, and appropriations from any branch of our county or city government, but in order that it may have its beginning we would recommend to our board of directors that the Commercial Club donate to the corporation the sum of $500, and that every other commercial and civic organization, and the citizens generally, of the city of Indianapolis be requested to donate a similar sum or such as they are willing to give to the promotion of said bureau.

3. That the money contributed by the Commercial Club shall not be payable until the said bureau of municipal research is incorporated and until at least the sum of $2,000 is guaranteed to such corporation.

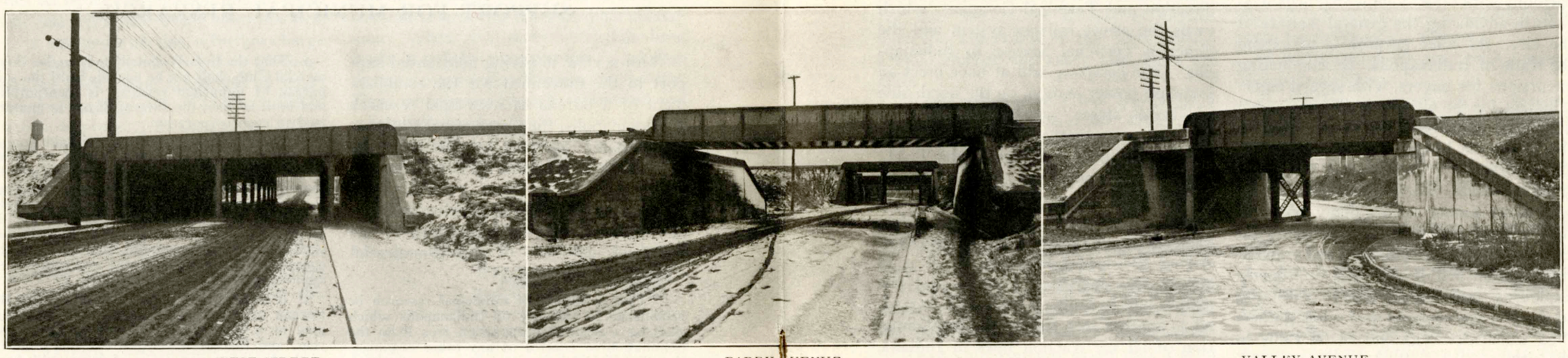
4. That in the organization of said bureau of municipal research every civic or commercial organization in the city of Indianapolis that is willing to donate $500 toward its support shall have the right to name two individuals as representatives in the said bureau of municipal research, but such representatives shall, after being appointed, be free from the control or domination of the organization so appointing them.

5. It is the belief of the committee that the Bureau of Municipal Research may be operated at a cost of from $3,000 to $5,000 per year, and that after said bureau has done its work for one year its usefulness will have been demonstrated sufficiently to insure donations to the above named amount and more if necessary.

6. That the president of the Commercial Club be requested to appoint two members from the Commercial Club to represent said club in the organization of the said Bureau of Municipal Research and in its operation for the first year; and also that the president of the Commercial Club be requested to appoint a committee to appear before the other commercial and civic organizations of the city of Indianapolis to get their support in this movement.



THE KENTUCKY AVENUE TRACK ELEVATION AND THAT AT THE MASSACHUSETTS AVENUE CROSSING



WEST STREET

PARRY AVENUE

VALLEY AVENUE

THE man who sees a coveted meal floating slowly away from him because he has not the money to make it captive is on a parity with City Engineer Henry W. Klausmann who at present is wondering how the Shank administration is going to order any track elevation. With just sufficient elevated tracks scattered over the city to show what the scheme is to be ultimately, Mr. Klausmann finds that there will be no money to do more work for at least four years unless provided by legislative enactment.

Figures are being compiled just now in the office of the board of public works for the elevation that has been done already and the aggregate amount of expenditure will be announced soon. The work includes the long stretches of the Vandalia and Big Four tracks from White river to the Union Station, the West Washington street crossing, the Belt Railroad crossing at East Washington street, the Massachusetts avenue elevation and one or two smaller pieces of work.

The only work to be done for the next four years, unless statutory changes are made, will be the elevation of the Belt Railroad tracks, east, from the curve at La Salle street north to Tenth street, of which the East Washington street elevation is a part. This work was contracted for by the last board of works to extend over four years because the city can order only $400,000 worth of work a year—an impossibility in one year with as extensive a piece of work as the Belt elevation.

Trade Association Grows

The Indianapolis Trade Association has perfected its organization with the election of the following officers:

President—John N. Carey.

Vice-presidents—Harold Hibben, Jr., C. C. Hanch and Charles A. Bookwalter.

Treasurer—T. B. Laycock.

Secretary and general manager—William J. Dobyns.

This is the youngest of the commercial organizations of this city and has started with a vim which promises well for the advancement of the industrial side of the city, this being the chief purpose of the association. There are 275 charter members, made up largely of manufacturers, wholesale merchants and jobbers. Headquarters have been located in the Board of Trade Building, with Mr. Dobyns in charge.

The new organization proposes to make a field for itself and expects to work in harmony with other commercial organizations in advancing the general welfare of the city. Its chief purpose is to extend the trade of Indianapolis. By conducting excursions for buyers, with special entertainment for the visitors while here, much additional business is to be attracted to the wholesale houses and factories. By the efforts of a freight and passenger traffic division, working in conjunction with other similar bodies, many evils will be corrected and additional shipping facilities obtained. A publicity and convention division will devote itself to properly exploiting Indianapolis and to attracting to the city conventions and other gatherings which are regarded as of value to the city.

Road to the Speedway

The city has taken prompt action in the matter of providing a roadway to the Indianapolis Motor Speedway. Last month attention was called to the fact that there was practically no road over which the Speedway could be reached in bad weather, and the board of works issued instructions to the street superintendent to improve the Crawfordsville road from the Indiana avenue bridge to a point near the Riverside dam in White river. At that point the park commissioners will take up the work and complete the improvement to the Emrichsville bridge. This will make a connecting link between the city paved streets and that part of the Crawfordsville road west of the Emrichsville bridge, which has already been improved by the Speedway company. This section of the road was oiled and otherwise improved last season and the Speedway company is again working on it this year. The city administration is to be congratulated upon its prompt action.

Big Traction Deal

The Terre Haute, Indianapolis and Eastern Traction Company has bought a majority of the stock of the Indianapolis Traction and Terminal Company, which owns the street railway system and the Traction Terminal Station in Indianapolis. The company will at once erect an immense power station, on the north side of Tenth street, immediately west of White river, where power will be supplied to the lines operated by the T. H., I. & E. In connection with the power station, large car shops will also be operated. The power used by the interurban lines increases about 40 per cent. during the winter months, and it is to supply this increased current that the station will be built. This deal is regarded as another step toward the amalgamation of all the traction lines in Indiana, the Indiana Union Traction Company, the Indianapolis, Columbus and Southern Company and the new New Castle line, being the only ones now outside the combine. The controlling interest in both the T. H., I. & E. and of the Indianapolis company has been in the hands of McGowan-Morgan interests and the purchase will not cause any change in corporate management.

THE CLUB AS A WOMAN SEES IT

BEING HER OPINION OF A MAN'S WORLD
IN THE LIGHT OF HER OWN OBSERVATION

BY

MARIE CECILE CHOMEL

WHAT is the Commercial Club? For what does it stand?

Do you know?

I did not until yesterday. All at once it dawned upon me that my education in matters civic had been seriously neglected, and forthwith I reached over to the peg for my hat. I would see about it at once.

But whom to ask?

Why, the president of the club himself, of course. Winfield Miller.

He was exceedingly nice about it, and admitted readily that everybody in Indianapolis should know about the aims and accomplishments of the club. And observing that Mr. Miller seemed to include even the womenfolk in the "everybody," I took courage and asked him about the club.

"I can tell you in a few words, or a good many words," said Mr. Miller.

I asked for a medium explanation.

"First," said Mr. Miller, "the Commercial Club stands for civic uplift. It is for anything that will improve the city. Somebody has always got to get behind and push, and the Commercial Club performs that office for the city."

I am afflicted with an awfully practical mind. I wanted to know right away what the club had ever done for Indianapolis.

"Give some concrete proof that it is of service to the city," I urged.

"For one thing," said Mr. Miller, "going back to the beginning, the Commercial Club was instrumental in securing for the city the first foot of paving ever put down. It called a paving congress with representatives from all over the country.

The charter under which the city of Indianapolis has its being was framed in the club rooms and the club fought for its passage in the state legislature.

It was behind the movement for cheaper gas in Indianapolis.

Its co-operation with the public school officials led to the establishment of the Carnegie libraries here.

It helped raise the teachers' salaries and provide a pension for them.

It helped raise the standard of the city's schools.

It helped put the housing law through the last legislature.

Its influence led to the law requiring track elevation in Indianapolis.

It is behind the Indianapolis Freight Bureau, which insists on equitable freight rates for Indianapolis shippers.

It helped bring the pure milk commission into existence.

It assisted materially in the framing and passage of the park and boulevard law.

It helped to raise the standard of the bridges which cross the streams in and around Indianapolis.

It brings noted speakers to Indianapolis.

It brings big conventions to Indianapolis and arranges for the entertainment of delegates.

Its influence and work resulted in the public comfort station which has been built here.

It has now undertaken the supervision of the city's charitable and benevolent institutions.

"What has it done? More things than I could tell you. Many of the big movements that have made for civic and commercial progress have emanated from the Commercial Club. Why, only this morning a man was in here with a suggestion

that, if carried out, would mean great things for Indianapolis. Now, we will consider if it is possible to make his suggestion practical. Sometimes we work for months on a matter before it is ready to be presented to the public."

"And who does all that work?"

"Everybody. The Commercial Club is made up of active men; men who do things. Every day 250 men take lunch at the club. It's a different crowd each day. That means that two-thirds of the membership is active, and I doubt if there is another club in the city that could show a record so good."

"But surely committee work involves personal sacrifice on the part of the committeemen?" I had observed that the year book of the club set out a great number of committees, and that the list was significant of the men who are known to do things in the local financial and commercial world.

"A great sacrifice of time," replied Mr. Miller. "The committees do a vast amount of work, and they do it thoroughly and well. I can tell you there are no shirkers."

A PEEP INTO THE CLUB ROOMS

Mr. Miller told me much more concerning the practical workings of the club. The subject was so interesting, and I became so absorbed at the opportunities that I decided to go there and see for myself.

I shall always be glad I went. I had a fine time, an excellent lunch, and imbibed much "atmosphere."

It was an exhilarating atmosphere. For one thing, the men one meets at the Commercial Club are substantial business and professional men, who are of importance in the community. Primarily, they go to the club at the noon hour for their lunches, but incidentally because they find the good fellowship pleasant. This is especially true of the young men. In fact, the club has been called a young men's club. It gives fine opportunities to the young professional man who is ambitious. And this young man, by the way, is the very one, I should think, whose services would prove of value if enlisted in the cause of the city's uplift.

Of course, the young man's motive is to help "push" the city. However, he probably would not object if a little personal good came to him by reason of his connection with the organization. For one thing, I should think it would be helpful to be thrown into daily intercourse with men of the class that frequent the club.

"I like to come down here to lunch," said a woman who had accompanied her husband. "I find it interesting to meet the business men of the city. Of course, I do not know all of them, but most of those who come here are familiar by sight. To me they represent a high type of good citizenship, and I am glad that my own husband is a member."

That's the way it impressed me. There is something rather inspiring about those men working away so hard for their city, without personal gain beyond what comes to them in the increased prosperity and civic improvement of their community.

My visit to the club brought enlightenment on many points. In the first place, I gained insight into the thorough, me-

thodical way in which men go about doing things, real things, once they have made up their minds that they are the things that want doing and that they are the men who wish to undertake the job.

One would suppose that a busy bank official would have his hands full running his institution. But no. He also has time to help run the club, and incidentally —his town.

I found out, also, that he, the busy man, takes a real pride in the work of the organization. That he is ready to sacrifice his noon recreation hour to a committee meeting, and to undertake any personal work that may be requested of him.

Another thing I learned was that a delightful feeling of fellowship exists between the men who frequent the club. While their quiet hours of leisure and recreation are merely incidental, this feature is, nevertheless, of importance in cementing the fraternal bond that binds the members together, so that they present an unbroken front when opposing any proposed menace to the civic rights of the citizens at large.

It is the policy of the club to see that the members are informed on all matters of importance that come before the body. At frequent intervals men famous for public service along certain lines are brought here to address the club, in order that they may be instructed as to the best way of regulating matters of the same nature here at home.

The orchestra played. I never did much care for a musical accompaniment at my meals, for I am bound to neglect one or the other. But, then, it all comes for the one price, and is, I suppose, a good bargain.

Not that I would intimate that a mere man ever cares for a bargain, but then—

The lunch, by the way, is a bargain in itself without the music thrown in. That appealed to me. The club's purpose is not to earn dividends on the cafe investment, but to make the cafe comfortable and homelike for the members and to give them a good meal at nominal cost. And everybody seems to be as satisfied as I.

So, I'm glad I went, and if I were a man I'd be a member and go every day. It's just as I told Mr. Miller when I left him busy in his own office: "I'm fer the club."

Annual Club Banquet

The Hon. Charles Warren Fairbanks has accepted the invitation of the directors of the Commercial Club and will be the guest of the club at the annual banquet Wednesday evening, May 25. The committee on arrangements is planning the details and every effort is being made to make the occasion an even greater success than heretofore. The series of annual banquets was begun in 1907, Mr. M. E. Ingalls of Cincinnati being the principal speaker. Last year Dr. William H. Allen, director of the Bureau of Municipal Research of New York City, was guest of the club and principal speaker.

The price per plate will be $2 and a handsome souvenir menu is now being arranged. On account of the fact that Mr. Fairbanks has recently returned from a trip around the world to his home in Indianapolis, his subject, while it can not be announced at this time, will be of great public interest. Owing to the limited space in the main dining room of the club the number of plates will necessarily be limited to 150. President Miller will introduce the speaker.

Stands for "Clean City"

Contributing to the symposium, "In What Does Indianapolis Fall Short of the Ideal City?" Theodore Perry, of the advisory commission, says:

The ideal city is the clean city—clean politically, morally and physically. Partisan politics in municipal government is responsible, in many instances, for incompetent, corrupt and useless officials. Merit and fitness are of secondary consideration, the dominant factor being the Jacksonian theory that "to the victor belongs the spoils." The elimination of party politics and substituting the commission form

of government, in connection with a limited initiative and referendum and the recall, and civil service examination as to the competency of applicants for appointive offices, will open the way for a politically clean municipality. Competent heads of departments that have to do with the physical condition of the city will correct many of the ills that beget disease, crime and death. The location of public parks in residence and factory districts that will be easy of access to children daily, the condemnation of shacks and disease-breeding tenements adjacent to some of the large manufacturing plants, the rigid enforcement of the laws of cleanliness in alleys, back yards and streets in all parts of the city and the prohibition of the indiscriminate scattering of questionable resorts are matters that, in my opinion, will raise the moral tone of the community, increase the happiness and good health of the citizens and assist in creating a morally and physically clean city.

Cleanliness in all things is the first need of Indianapolis, and the working with this idea as the objective point will bring into being the ideal city.

Commercial Secretaries' Meeting

The next convention of the Central Association of Commercial Secretaries will be held in Milwaukee, October 14 and 15. This is a new organization, composed of the secretaries of commercial organizations in states north of the Ohio river, east of the Missouri river and south of the Canadian border line, including those of the great lakes. The purpose is to promote the general efficiency of salaried executive officers of commercial organizations. Indianapolis is especially interested because it is represented in the directorate. R. G. McClure, secretary of the Indianapolis Commercial Club, is chairman of the executive committee. It is expected that the secretaries of a number of commercial organizations in Indiana will become members of the Central Association before the annual convention.

The tentative program for the convention provides for addresses by President William A. Gibson; Homer A. Stillwell, president of the Chicago Association of Commerce, on "The Essentials of a Commercial Organization;" William F. Saunders, secretary Business Men's League of St. Louis, on "Local Organizations and National Affairs;" Charles B. Sawyer, secretary Chamber of Commerce, Detroit; William George Bruce, secretary Merchants' and Manufacturers' Association, Milwaukee, on "What the Jobber and Manufacturer Want;" Wallace G. Nye, secretary Minneapolis Commercial Club, on "How to Promote the Retailers' Interests;" Henry G. Legler, Chicago public librarian, on "What Constitutes an Efficient Commercial Library."

In the evening there will be a banquet, with addresses as follows: "True Function of the Commercial Executive," S. C. Mead, secretary of the New York Merchants' Association; "Relation of the Commercial Organization to the Municipality," Clinton Rogers Woodruff, secretary National Municipal League, Philadelphia; "How to Stimulate Association Effort," General Manager Walter D. Moody, of the Chicago Association of Commerce.

The second day's program will include addresses on "City Publicity Effort," by Curtis S. Mosher, secretary Consolidated Publicity Bureau, St. Paul; "How the Business Man Can Aid the Cause of Education," Prof. B. M. Rastall, University of Wisconsin; "Freight Shipping Service," J. H. Beek, secretary Jobbers' and Manufacturers' Association, St. Paul.

Round table discussion will be conducted each day, at luncheon, by W. L. Finch, secretary and manager Cincinnati Industrial Bureau, and E. M. Clendening, secretary Kansas City Commercial Club, respectively, concluding with an address by Robert G. McClure.

New Automobile Club

The Indianapolis Automobile Aero Club has been organized by fifty automobile owners and members of the automobile trade who accepted the offer of the Indianapolis Motor Speedway Company to build a $15,000 club house at the Speedway. The temporary officers are: President, Charles A. Bookwalter; Vice-President, Frank Staley; Secretary, P. P. Willis; Treasurer, George A. Weideley.

HOW TO SAVE A GREAT TRADE SCHOOL

Charles A. Bookwalter, receiver of the Winona Technical Institute, has submitted to the public a plan for the reorganization of the school, which he believes will save it to this community. He says that the plan can only be consummated through the co-operation of the three interests involved, which he specifies as follows: First, the interests of the people of Indianapolis as represented by the donors of the purchase fund; second, the school and its future; third, the creditors and their rights. Briefly, Mr. Bookwalter proposes:

That a board of nine trustees be substituted for the present board of fifty directors; two trustees to be named by the governor, two by the mayor, two by the school board, one by the Board of Trade, one by the Commercial Club and one by the Manufacturers' Association.

That the name be changed to the National Trades Schools of Indianapolis.

That the new trustees issue $300,000 of thirty-year first mortgage 5 per cent. bonds, based upon the real estate and buildings, valued at $1,000,000.

That the creditors agree to accept 80 cents on the dollar in full payment of all claims.

That the next legislature be asked for a law authorizing Indianapolis to levy a tax of 3 cents on each $100, such money to be applied to the maintenance of the trade school.

Mr. Bookwalter shows that it would require $187,000 to pay the creditors 80 per cent., which would leave a balance of $113,000 from the sale of bonds. This, he says, would be sufficient to pay the operating expenses and also to pay the interest on the bonds, until the money from the tax levy should become available. He estimates the income from the special tax at $60,000 a year, and he proposes that out of this money the trustees should each year retire not less than $5,000 of the bonds. He believes further that the tax levy would produce enough money not only to pay the operating expenses, but also retire at least $10,000 of bonds each year.

Mr. Bookwalter appeals to the public-spirited men and women who contributed to the original purchase fund to give some public expression now and join the creditors in accepting the proposition he has made. He says:

"It will be observed that every detail of this plan has been prepared with the sole view of perpetuating the school, and it will also be apparent to all parties that should either the donors or the creditors refuse to accept this settlement, then not only will the school cease to exist, but we will be confronted with long-continued and expensive litigation.

"I desire to say that I have submitted the details of this plan to representatives of both the donors and the creditors, together with representatives of the school, and have yet to find any one who objects thereto, or even offers amendment. A mutual spirit of co-operation at this time will bring to Indianapolis the distinction of having the most remarkable educational institution to be found anywhere in the world. It is just as important to educate the boy's hands as it is his head, but it is doubly important to educate both his hands and his head. Let us give the youth of this central section of the United States an opportunity to become self-supporting, high-class mechanics, and as we thus serve the boys we will serve both ourselves and our country."

Interesting Telephone Paper

The current issue of the Central Union News, a monthly publication by the Central Union Telephone Company of this city, contains a most interesting article on the origin of the telephone. It is written by Dr. Alexander Graham Bell. The paper was originally read before the

Telephone Society of Washington. The front cover presents a portrait of Doctor Bell in the center of a drawing in which is cleverly combined the picture of the outrider of the early days and the modern office equipped with telephones. The paper contains a number of views of the company's offices in the Telephone Building and a great quantity of general telephone news.

Charities Are Approved

The special committee on benevolent associations of the Commercial Club, which is making an investigation of the various charities that seek support through public contributions, has officially approved the following institutions and has issued identification cards to be used by the solicitors:

Indianapolis Free Kindergarten and Children's Aid Society.
Indianapolis Home for Friendless Women.
Industrial Home for Blind Men.
Mothers' Aid Society.
Pentecost Band.
Young Men's Christian Association.
Young Men's Christian Association (colored).
Young Women's Christian Association.
Indianapolis Humane Society.
Indiana Children's Home Society.
Home for Friendless Colored Children.
Lincoln Hospital Association.
Indianapolis Orphan Asylum.
Indianapolis Boys' Club Association.
Mutual Service Association.
German Ladies' Aid Society.
The Salvation Army.
The Faith Home.
The Door of Hope.
The Alpha Home.
Woman's Improvement Club.
Day Nursery Association.
Children's Aid Association.

The committee declined to issue cards of endorsement to the following named institutions:

The Calvary Army.
The Brooks Home.
The Little Mothers' Club.

The work of this committee is intended to protect the public from unworthy causes and the success of this effort will depend upon the co-operation of the public. Solicitors representing charitable institutions should be requested to show a card issued by this committee. The work of the committee is not yet complete and a number of worthy institutions have not been passed on, but these will be taken up as fast as the managers make request to the committee.

Next, the Aeroplane

The Indianapolis Motor Speedway now offers the aeroplane. First it was racing cars, next balloons and now—the aeroplane. Not one, but many, for during the aviation meet at the speedway June 13-18 the Wrights alone have guaranteed to have five of their aeroplanes in actual flight each day. In addition to the Wright machines there will be other entries, the aeroplanes being licensed by the Wrights for this particular meet.

Among the aeroplanes thus entered are two Farmans, owned by Al Warner, of Beloit, Wis., and Joseph Curzon, of Indianapolis. Carl Stroebel, of Buffalo, will compete in a Curtiss. Carl Fisher, president of the speedway, has four or five aeroplanes which have been manufactured at the grounds, and these will be tested. He is confident that they will cleave the air as well as some of the other makes. Charles Crout also has a machine of his own make in which he will brave the breezes. All told, there will be at least ten aeroplanes in the air each day.

The consent of the Wrights and the licensing of the other aeroplanes was won by Mr. Fisher. The speedway guarantees to spend $95,000 in promoting the meet and in the prizes offered.

Just in proportion as Indianapolis business men give their support to the advertising pages of FORWARD! so will this magazine grow in strength to fight for the advancement of Indianapolis. And each step forward by the city means direct benefit to every citizen.

COMING EVENTS

Trade Ass'n Entertains Salesmen	**May 14**
Dedicatory Ceremonial Session Murat Temple	**May 16**
Rebekah State Assembly	**May 16**
State Dental Association	**May 17**
Theodore Thomas Orchestra	**May 23**
Masonic Grand Lodge	**May 24**
Commercial Club Annual Banquet	**May 25**
Motor Speedway Races	**May 27, 28, 30**
Indiana Postal Clerks' Convention	**May 30**
Memorial Day	**May 30**

Men and Affairs

The Veneer Packing Company will build a $1,500 addition to its plant on Kentucky avenue, between Ray and Grover streets. Increased business requires an enlarged capacity.

The Frorlicht-Duncker Carpet Company, of St. Louis, has established a branch house in Indianapolis at 231-237 West Washington street. This company is one of the largest wholesale carpet concerns in the country, and will cover from the Indianapolis branch territory including Indiana and parts of Illinois, Ohio and Michigan.

At their annual convention in Indianapolis, the Indiana Wholesale Grocers' Association elected the following officers: President, James A. Goddard, of the James A. Goddard Company, of Muncie; vice-president, Charles W. Wells, vice-president of the Kothe, Wells & Bauer Company, Indianapolis; treasurer, John C. Smith, vice-president of the Indianapolis Fancy Grocery Company, Indianapolis; secretary, Herbert N. Biggar, Muncie.

Ground has been broken for the new building at 327-329 West Washington street, to be occupied by the World's Fair Store. The building will be three stories high, fronting 32 feet on Washington street and 159 feet deep. The estimated cost is $22,000. M. Clune is erecting the building.

Pearson's Piano House has moved into its new rooms in the block directly south of its former location on North Pennsylvania street. The new showrooms and stock are as bright as a new dollar.

Charles A. Korbly, of Indianapolis, has been renominated on the Democratic congressional ticket by the Seventh district. Mr. Korbly has served one term in congress and was renominated without opposition.

The first number of "Panic Proof," a new official magazine published by the Young Men's Business Club, of Richmond, Ind., has been received by FORWARD!, and is brimming full of live information about Richmond. It is well edited and makes an excellent mechanical appearance. It is illustrated with halftones of some of the leading men and business institutions of Richmond. We congratulate the Young Men's Business Club on Vol. 1, No. 1, of "Panic Proof."

Among the letters recently received by FORWARD! was the following from Mr. H. P. Pagani, advertising manager for Efroymson & Wolf: "FORWARD! is pithy and interesting from cover to cover. It's the index finger to the march of progress in Indianapolis—the business man who does not read it is missing something. I highly appreciate receiving it every month."

T. D. Bottome has sold to J. H. Woodruff property at 548 Massachusetts avenue. The frontage is 38 feet, and the property runs through to North street. The price paid was $21,000.

Clarence D. Boyd has spent most of the last month traveling in Texas.

An association has been formed to provide a home for aged Germans, and more than $3,000 has already been subscribed to the fund. Otto Stechhan is president of the association. The home will be non-sectarian, and its use will not be restricted exclusively to aged Germans.

Bids have been received by the Big Four Railroad Company for additional construction work at Beech Grove to cost approximately $1,000,000. The proposed work includes a complete water system, fire pressure lines, sewage system, conduits for heat and power and a large reservoir. There will also be a number of additional buildings. When this work is completed, the total investment by the Big Four at Beech Grove will be approximately $2,000,000.

Burton F. Parrott will erect a two-story brick building between Walnut and St. Clair streets, on Meridian street, for use as an automobile repository by the Willis-Holcomb Company. Packard automobiles, exclusively, will be housed there. The property to be improved includes two lots on the west side of the street, immediately north of the alley. The building will cost approximately $35,000. One of the lots was purchased for $13,180 from John W. Palmer, Chicago; the other from Laura A. Barnes for $12,280. The total frontage is 62½ feet. The deal was made through I. N. Richie & Son.

James M. Healy, who has been a plumber in Indianapolis for twenty-two years, has been appointed custodian of school buildings by J. E. Cleland, business director.

George W. Benton, principal of Shortridge High School, has accepted the position of superintendent of schools at Sioux City, Iowa, and will leave Indianapolis about July 1. Professor Benton first became connected with the Shortridge High School in 1888, and has been principal of the school since 1903. He has been identified with many of the civic projects, and his influence in the community at large will be

sorely missed. Indianapolis bespeaks for Professor Benton all possible success in his new position.

The headquarters of the insurance department, Supreme Lodge, Knights of Pythias, have been established in the Indiana Pythian building. The department occupies the entire ninth floor, and is a distinct gain to the commercial interests of Indianapolis. Until last month the headquarters had been in Chicago, but through the influence of the officers of the Indiana Grand Lodge, the change was brought about. There are about sixty officers and employes. The department has been organized for about thirty years, and more than $31,000,000 has been paid out in death claims. The assets at present are $3,500,000. Union B. Hunt is president and general counsel; W. A. Jenkins, general secretary; George G. McConnell, medical examiner-in-chief; Samuel O. Smart, auditor.

The contract for sprinkling unimproved streets has been awarded by the board of public works to Gemmer & Henry, of the Indianapolis Hauling Company. The contract price is $17.60 for each 10,000 square feet. The board estimates that it saved $8,700 by refusing to accept the bids that were submitted in March.

E. Rauh & Sons Company have purchased from Charles D. Pearson and Henry Wetzel property on the west side of Delaware street, between Norwood and McCarty streets, on which is being erected a two-story brick warehouse, which has already been leased to the Vonnegut Hardware Company, and Kothe, Wells & Bauer.

The stockholders of the Indianapolis Telephone Company have elected the following directors: F. W. Stevens and F. H. McKnight, of the firm of J. P. Morgan & Co., of New York city; William Fortune, John B. Elam, Louis Hollweg, Frank D. Stalnaker, John N. Carey and A. A. Wilkinson. At the meeting of the new board of directors the following officers were selected: William Fortune, president; Louis Hollweg, vice-president; Charles S. Norton, secretary and treasurer, and E. L. Cline, general manager.

Joseph J. Kreber has opened a new addition, between Forty-fourth and Forty-fifth streets and between Sunset avenue and Haughey avenue, comprising about thirty-three acres. It is known as the Fairview Park addition, and about 120 lots have already been platted.

The Haughville Bank has bought property at 2606-2608 West Michigan street, and will erect a two-story brick building to be occupied by the bank.

With a view of establishing a metropolitan system of traffic management, Superintendent of Police Hyland has assigned Sergeant Cox to supervise the traffic policemen on downtown street corners. The increased traffic on

Frank I. Grubbs Arch Millikan

Have You Seen our Varied Display of

Rubber Stamps

We Have Hundreds of Styles

Many business men don't know what time saving conveniences the modern stamp-maker has for them.
Drop in and let us show you.

We Guarantee all Our Work

Indiana Seal-Stamp-Stencil Co.

Makers of · Rubber Stamps, Seals, Brass Stencils, Badges, Checks, Auto Plates, Auto Monograms, Etc.

144 East Market Street

New Phone 896 Old, Main 1327

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

The Federal Union Surety Company

Would be greatly disappointed in you or any other business man or concern in Indianapolis that would feel contented with last year's business. No doubt it was good—even splendid in result. But that kind of content is rust. Rust, as you know, once started, seldom fails, eventually, to destroy. Don't permit rust to get into *your* business.

Is your business protected by surety bonds? If not, it should be. You may find rust has made a hole and later you may learn that someone other than those whose money is invested has been taking of your profits.

Stop! Think!

PROTECT YOURSELF AND BUSINESS by bonding your employes in the

Federal Union Surety Company

Lemcke Building, Indianapolis

Call us by phone or otherwise. Will respond promptly.

our streets is marked, and the service being rendered by the police department in preventing blockades is thoroughly appreciated.

Thomas C. Dow has bought from F. F. Rogers the business property at 413-417 North Illinois street for $40,000. The lot has a frontage of 40 feet and is 130 feet deep.

"The Menorah" is a new monthly journal published by Indianapolis Lodge No. 58, I. O. B. B., and devoted to the Jewish interests of the community. In the initial number it declares that "it is Jewish to the core," and that its only isms are "Judaism and Americanism—in this land, one and inseparable." The first number contains a paper on "Zionism," by Rabbi M. Feuerlicht; an article, "What is the Jewish Federation Doing," by Gustave A. Efroymson; "Some Needs of the Jewish Community," by Isidore Feibleman. There are also several pages of interesting news items. As "The Menorah" aims to promote better citizenship, FORWARD! joins in wishing it complete success.

The Rough Notes Company has put its office equipment department on what might be called an "expert" basis. A "business doctor" is now a regular member of the staff, and his services are offered to customers both in the matter of suggesting filing equipment and in the laying out of simple forms for the purpose of cutting down the amount of work required in any office and putting the records in such shape that the details regarding any part of the business may be had at any time. Behind the expert, and at his command, is the printing department of the company and the exclusive lines it controls in loose-leaf systems and filing devices.

One of the most gratifying reports of commercial prosperity in Indianapolis is in evidence at the Continental National Bank. It is the youngest of the financial institutions of the city, but by aggressive methods it has already attained a most influential position. The bank opened for business September 15, 1909, and on that day $242,000 was deposited. In the eight months since that time the deposits have grown to $900,000, which is a definite expression of public confidence. Although only eight months old, the Continental is on a paying

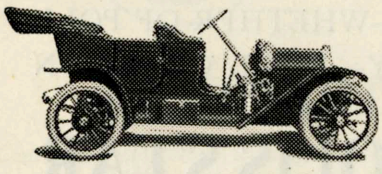
Vocal Studio and Opera School
KARL SCHNEIDER
(Pupil of Luigi Vannuccini, Florence, Italy), Conductor of Grand Opera at Metz and Berlin
VOICE CULTURE (Italian Method)
Studio, Rooms 1-3 Franklin Building, Southeast Corner Circle and Market Street

The National Safe & Lock Co.
Manufacturers of All Kinds Fire-Proof and Burglar-Proof Vaults and Safes
Bargains in Second-hand Goods, Safe Deposit Boxes, etc
G. G. DERBYSHIRE, STATE AGENT
605 Indiana Trust Building

W. L. Bridges C. H. Harper
BRIDGES & HARPER
Contracting House Painters
Good Work and Good Material Guaranteed
Phones, Old, Woodruff 183, New 1160

IRON AND WIRE FENCES
CATALOG FREE HIGH GRADE FOR ALL PURPOSES
ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and I. E. & W. Ry. Indianapolis, Ind.

STOP OFF
On your transfer between cars and arrange for your printing at
The Cohea-Bramwood Press
THIRD FLOOR, STATE LIFE BUILDING
INDIANAPOLIS
Or Call Either Phone, Old, Main 2484; New, 3951

The Glide Auto Company's New Home

Great Western
30—$1600 Four Models
Number 25 West St. Clair Street
Modern Garage and Repair Shop. Distributors for the
Glide Automobiles
PHONE—OLD, MAIN 4173 PHONE—NEW 1906
Five Models——$2400 and $2500

basis. Considerable "new money" has been brought to Indianapolis through the stockholders of the bank.

The Boston Chamber of Commerce was attacked by the forward movement about the same time that the Commercial Club of Indianapolis responded to its call. *The Chamber of Commerce Journal* is the Boston result. It is devoted to the commerce, industry and public interests of Boston and of New England.

Commercial Club Members

The following new members have been elected by the Commercial Club:

Fred A. Bauchens, A. G. P. A., Pennsylvania lines.
F. J. Bosler, Parry Auto Company.
John A. Ehrensperger, retail shoe merchant.
Arthur B. Eldridge, E. H. Eldridge Lumber Company, president.
Lew Grossman, J. Grossman Sons, secretary.
John W. Heywood, Home Protective Service.
Joseph W. Hutchinson, lawyer.
George P. Lyon, quartermaster-general, chief clerk.
I. W. Millikan, contractor.
Arthur J. Navin, druggist.
Thomas Edgar Newson, Telepost Company.
Edward J. O'Reilly, Thomas Madden, Son & Co.
A. L. Sheridan, Palmer-Singer Company.
C. I. Shirley, Pearson Piano House.
Leo Traugott, merchant.
Benjamin F. Howard, Crescent Oil Company, secretary and treasurer.
E. C. Kriel, Henderson Motor Sales Company.
Paul W. Weer, Hollweg & Reese.
James Burdette Little, attorney at law.
Fred C. Werner, St. L., S. F. R. R., district passenger agent.

Both Telephones 73

Fidelity Trust Co.

156-158 East Market St.

In the first eleven months' business of this energetic and substantial Trust Company, we have secured total resources of more than **$325,000.00.** Your account solicited.

W. M. FOGARTY, President

"PARTNERSHIP"
Life Insurance
Is my Specialty. Write for Circular of Particulars.
W. A. HUNGERFORD
Suite 203 Newton Claypool Building

THE MOTORCYCLE SUPREME
THOR GUS HABICH
No. 142 E. Washington St.
STATE DISTRIBUTORS

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
710 Majestic Building

Pianos, Band & Orchestra Instruments
Sole Representatives of the Celebrated
WEGMAN PIANO
CARLIN & LENNOX
New 151—Main 151 5 and 9 East Market St.

Fred A. Gregory John J. Appel
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

C. F. Moffitt President Geo. Stubbs, Vice-President
S. S. Morrison, Secretary
Bee Hive Paper Box Co.
Manufacturers of
All Kinds of Paper Boxes, Both Folding and "Set Up"
615-17 South Delaware St. Phones 1691

THE MAN OR WOMAN WHO WANTS AN UNBIASED AND HONEST NEWS REPORT—WHETHER OF POLITICS, BUSINESS OR SOCIETY—WILL GET IT IN

THE INDIANAPOLIS STAR

A Man Must Eat

And at Noon He is Usually

In a Hurry

For the BUSINESS MAN

The HOTEL KINGSTON

(Formerly the Circle Park)
Has Arranged a Noon Lunch that Combines the Three Essentials

Convenience, Pleasant Surroundings Service and Unexcelled Menu

Ladies are Given Especial Attention in the Cafe

CONDUCTED BY

MRS. A. J. TRON

No. 35 Monument Place

The Standard of Quality

"Willetts' Pies"

WILLETTS PIE COMPANY

Numbers 1414-16 North Senate Avenue

Robt. E. Springsteen

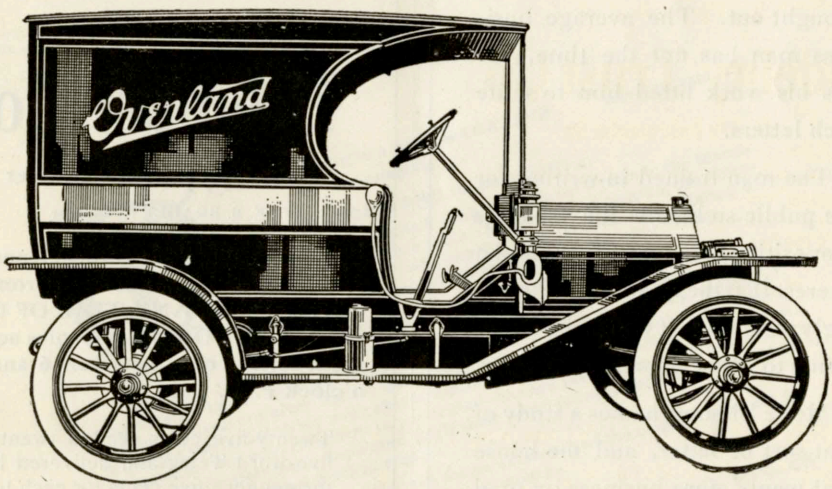
TAILOR

Fourth Floor, Odd Fellow Building

The Marion Trust Company

INDIANAPOLIS

Pays Three Per Cent Interest on Savings



Overland Delivery

Combining Reliability, Economy, Ease of Control and Carrying Capacity. 25-Horse-Power, 33x4 Tires. Carrying Capacity, 800 Pounds. Price, With Oil Lamps, $1,100

Fisher Automobile Company

Pick $10 Out of the Waste Basket

Would you? You would, eh?

Well, money is being thrown there by every man who mails lifeless letters. The old "enclosed-herewith-please-find" letter is not worth the two-cent stamp that carries it.

The modern business-getting letter talks to the prospect in an interesting, newsy way. And that kind of letter can not be dictated right off the reel. It has to be thought out. The average business man has not the time, nor has his work fitted him to write such letters.

The man trained in writing for the public so blends the business proposition with matters of human interest that the recipient unknowingly receives that which the writer wants to drive home.

Merle Sidener makes a study of that sort of letter, and the house that wants more business by mail will do well to consult with him.

Mr. Sidener's office is at 607 Majestic Building, Central Union Telephone, Main 5440.

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

Telephones—Main 6906, New 3219

Telepost Co.

No. 11 West Market Street

F. B. BRADLEY, Manager

25 Cents sends a 50-word Telepost by wire and delivered by mail from receiving station ANY TIME OF DAY OR NIGHT. Other companies accept night letters only between 6 and 12 o'clock P. M.

Twenty-five cents sends a twenty-five-word Telegram, delivered by messenger—five cents for each ten words additional.

Twenty-five cents sends a one-hundred-word Teletape (prepared on a special tape by sender).

Ten cents sends a ten-word Telecard, delivered by mail from the receiving station.

The *Overland*

IS CARRYING the NAME OF
INDIANAPOLIS
AROUND THE WORLD

There are OVERLANDS in Every State in the Union

There are Overlands in England, Germany, British Columbia, New Zealand
the Philippines, Cuba, Canada, Honolulu

All with the Imprint—Overland, Indianapolis

METAL BEDS
CRIBS AND COUCHES

SPIRAL AND
WOVEN WIRE MATTRESSES

THE T. B. LAYCOCK MFG. CO.
INDIANAPOLIS, U S A

April 19, 1910.

MANAGER "FORWARD" MAGAZINE
Indianapolis

Dear Sir—FORWARD is the real thing.

When we went into it with a quarter of a page in the March issue, we did so more with the purpose of helping the Commercial Club boost Indianapolis than with any expectation of being able to see immediate results from the advertising.

FORWARD has fooled us in a most delightful way.

After only three months we are able to see that our space in FORWARD has undoubtedly paid. This is the season when householders are buying additional pieces of furniture after Spring housecleaning and this, no doubt, contributed largely to the fact that we were able to notice the good FORWARD was doing us so quickly. One advertisement in particular—the one pertaining to our new sheet steel construction beds, decorated with their hand-painted flowers—stimulated interest in our line to a marked degree.

Please find herewith our contract for an extension of the original contract for the same space in FORWARD for nine (9) months.

Thanking you, we remain, yours truly,

THE T. B. LAYCOCK MFG. CO.
Per Carl Hunt, Adv. Mgr.

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Telephone—Main 220

CLYDE A. BOWERS

617 Terminal Building

SELLING THE CELEBRATED

Sewell-Clapp Envelopes

MADE BY THE

OLDEST and LARGEST ENVELOPE MILL in this country devoted to making and printing regular style Business Envelopes. Organization, equipment and 35 years' experience, all concentrated on the production of Business Envelopes of largest practical value. Prompt, painstaking service and trustworthy business methods guaranteed.

Typewriters

YOUR OWN CHOICE

VARIOUS MAKES—NEW AND REBUILT
ALSO OFFICE SUPPLIES

G. M. Merrick

NUMBER 813 I. O. O. F. BUILDING

New Phone 1378

Why You Have Cheap Gas

There is just one cause for Indianapolis having cheap gas today. And that cause is the Citizens Gas Company.

Laws and ordinances might possibly have brought the same result after years of fighting through the courts. But the result was immediate when the Citizens Gas Company began operations.

The competing company reduced its rates with the hope of preventing its patrons from becoming customers of the new company, which was entitled to their support. With this company out of the way, rates would again go skyward.

The Citizens Gas Company wasted over 11,000,000 cubic feet of gas during the month of March. The perpetuation of cheap gas and a further reduction in price will be secured by the purchase of this gas. It is for the people to determine whether they want cheap gas for all time to come. They may have it for the present by buying of either company. They can make sure of it, both for the present and the future, only by patronizing the Citizens Gas Company.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Campbell Circular Advertising Company

7 East Market Street
INDIANAPOLIS

PROCESS LETTERS
ADDRESSING
MAILING

TELEPHONES
Main 2379 New 5919

ED. R. CAMPBELL, Manager ALEX BECK, City Salesman

Remember Litho-Print Office Stationery

CLYDE A. BOWERS
SELLING EXCLUSIVELY THE CELEBRATED
SEWELL-CLAPP ENVELOPES
617 TERMINAL BUILDING
PHONE MAIN 220

APRIL 21, 1910.

MANAGER FORWARD Magazine
Indianapolis

Dear Sir—For two months we have had a card in FORWARD magazine, advertising the Sewell-Clapp Envelopes, and I wish to say that we are getting better results from this ad than any other advertising we have done in the city of Indianapolis. We have advertised extensively in this city, but nothing has done us the good that the FORWARD magazine has. We are getting calls from people nearly every day, who have noticed our ad in FORWARD.

FORWARD is certainly a "booster," not only for the city of Indianapolis, but for its advertisers.

With best wishes, I am, yours truly,

CLYDE A. BOWERS.

¶ And You Can Get New Business by Advertising in Forward

WHY ADVERTISE IN FORWARD

Because You will reach 10,000 men with money to spend.

Because You will go into 8,000 of the best homes in Indianapolis.

Because You will go into 1,500 public offices and talk to others than subscribers.

Because You know your message will be read by at least 20,000 men and women of quality.

Because You will be told by those who are advertising intelligently in FORWARD that it pays them.

ASK THE COMMERCIAL CLUB FOR A RATE CARD TO-DAY

Join the FORWARD *Movement*

APPROVED THIS ____ OF ____ 191__

Chairman of Membership Committee.

CAPITAL STOCK, $250,000 SHARES, $10.00 EACH

THE COMMERCIAL CLUB : INDIANAPOLIS

APPLICATION FOR MEMBERSHIP

_____ 191__

TO THE MEMBERSHIP COMMITTEE OF THE COMMERCIAL CLUB:

The undersigned hereby makes application to become a member of THE COMMERCIAL CLUB OF INDIANAPOLIS, in conformity with Sections 1 and 2, Article 5, of the By-Laws, printed on the back of this application, and subscribes for _____ share__ of stock in said Club, of $10.00 each, for which he agrees to pay the face value thereof to the Secretary of the Club on or before _____ 191__

THIS SUBSCRIPTION IS CONDITIONED UPON THE APPROVAL OF THE UNDERSIGNED APPLICATION FOR MEMBERSHIP

Recommended by _____

_____

_____

Name _____

Business Address _____

Firm _____

Business, Profession or Capacity _____

APPLICATION MUST BE ENDORSED BY AT LEAST TWO MEMBERS

This Blank is Here for Your Especial Benefit

THE Commercial Club does an enormous amount of work, and shows enormous results. We are trying to tell you some of them in this magazine. Now every business and professional man owes to himself, his family and his business an active interest in building up and bettering the conditions of his home city. He can do this best, can multiply his efforts greatest by joining with others in such an active and energetic public-spirited organization as our Commercial Club. His name adds influence.

DON'T PUT THIS OFF. Your application without solicitation will show your real interest. The cost of membership shows on the back of the blank application. Read it, sign it and mail it.

DO IT NOW. We would like to have it by May 25th.

THE MEMBERSHIP COMMITTEE

ARTICLE V

MEMBERSHIP

SECTION 1. In order to become a member of the Club, a person shall make application in writing, stating the number of shares of stock then subscribed for by him. The application shall be delivered by the Secretary to the Membership Committee, who shall pass on the same; and if approved, direct the Secretary to notify the candidate of his election. Such Committee shall each month report to the Board the name of persons thus approved. Upon the payment of the membership fee, he shall be deemed a member.

SECTION 2. The membership fee shall be $5.00, payable in advance, and the annual dues from each member shall be $10.00, payable in two installments of $5.00 each, on the first Monday in May and the first Monday in November of each year. Persons making application for admission to membership, must subscribe at the time of said application, for not less than one share of the capital stock of the Club.

To become a **resident member** the expense will be

One share of stock	$10.00
Membership fee	5.00
Semi-annual dues	5.00

Non-Resident Members are exempt from payment of dues; all other terms the same as resident members.

Dues are payable semi-annually in advance, $5.00 November 1st and May 1st. When joining the Club, dues are pro-rated monthly; for example, a member joining the Club June 1st, would only be required to pay dues $4.00 to November 1st, and the total expense at that time would be $17.50; joining November 1st, dues $5.00, would have to be paid to May 1st and the total expense would be $20.00.

Dup

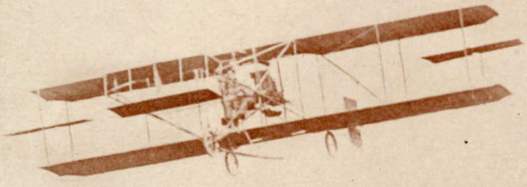
...SS INDIANA COMES DOWN By MAM'SELLE

VOLUME II JUNE 1910 NUMBER 5

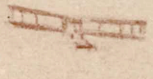
FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

INDIANA STATE LIBRARY



Aeroplanes
at the **Speedway**



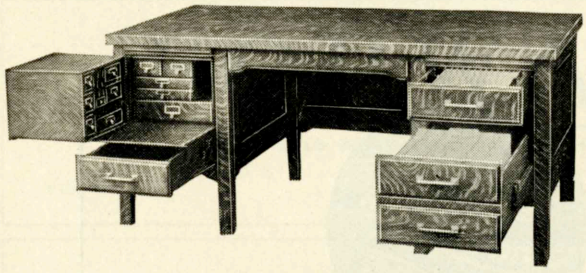
I
306
F745
V.2#5
cop.2

Published By THE COMMERCIAL CLUB of Indianapolis.

EVERY citizen of Indianapolis who wants to join with other patriotic citizens in advancing the city commercially, physically, morally, is cordially invited to become a member of the Commercial Club.

ALMOST eighteen hundred of the leading men of Indianapolis are members of the organization, because they find there the opportunity for co-operation in the service of the city.

NO man may be so independent as to say he owes none of his time or his effort to his city, and no man is too great to receive direct benefit from serving others. Indianapolis will develop, only as her citizens are unselfish.



Profitable Luxury

A FLAT TOP DESK WITH ALL OF THE ROLL TOP CONVENIENCES

The first impression of beauty is seconded by the substantial appearance. Its utility is literally an unfolding surprise. Letter-file, card-index drawers, pigeon-holes, book-stalls and other devices.

Every Convenience **Highest Grade**

To sell at $110.00; June introductory price, **$85.00**

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Outfitters and High Grade Printers* **Tels—Main 6776; New 1862**

Bell Policy —Not sensational but safe, sane and conservative,—is the best in the long run for the public and for the investor alike.

The BELL Policy in a nut shell

Keep down the investment—Keep up the plant
Keep down the expenses—Keep up the service
Keep down the dividends—Keep up the reserves

Promoters build faster—than their capital warrants.
Promoters charge lower rates—than their running expenses.
Promoters pay big dividends—out of proceeds of stock sales.
But the promoters' proposition fails, the investors lose their money and the public gets poor service.
Meanwhile, the BELL Company keeps right on growing.
Now 21,079 telephones in Indianapolis.

CENTRAL UNION TELEPHONE COMPANY — LOCAL AND LONG DISTANCE TELEPHONE — BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO.

The Central Union Telephone Company, *Indianapolis, Indiana*

WHY IS IT EVERYBODY SAYS

"SEE HOGAN"

When you ask who is the Best Man on Storing, Packing and Moving Furniture, Pianos, Safes, Machinery and Stacks? BECAUSE He is Reliable and His Men are Experienced

HOGAN TRANSFER AND STORAGE CO. NEW or OLD 675

Who Is Your Banker?

Can you answer that question from personal, helpful contact, or does banking mean to you only depositing and checking at the teller's window?

Would you like to have your account and all your financial transactions handled on a personal basis, where *you*, as an individual, receive Banking Service, not from a bank in the abstract, but from *bankers*—officials and clerks, from the president down, who *know* you and each one of whom tries to meet your personal needs?

The Continental National Bank is giving that kind of service—its customers will tell you so. This bank wants to serve *you* in that way, whether your account is small or large, and whether you bring all your business to its counters, or only a part.

There is no banking facility or service which the Continental National Bank can not and will not give you in return for your business.

The Continental National Bank

18 North Meridian Street

GEO. F. QUICK, President
MORD CARTER, Vice-President
BRANDT C. DOWNEY, Cashier
A. H. TAYLOR, Assistant Cashier

FORWARD!

The Magazine for Indianapolis

Vol. II JUNE, 1910 No. 5

Table of Contents

MEAT FOR THE SANDWICH 132

MISS INDIANA COMES DOWN ..... By Mam'selle 133
Drawings by C. B. Jackson

AIRMEN AT THE SPEEDWAY 137

BRINGING HOME THE TROPHIES 138

MAY EVENTS IN INDIANAPOLIS 139

WHAT THE ASPHALT PLANT IS DOING 140

PUTTING INDIANAPOLIS IN THE WAY 141

EXIT AFTERCHARGE. NEXT! ..... By Richard Lieber .. 142

MEN OF THE MONTH 144
Drawings by C. B. Jackson

BUSINESS IN THE MUNICIPALITY 146

LOCAL HISTORY IN THE SCHOOLS 149

BENEVOLENT ASSOCIATIONS APPROVED 149

SAVING INDIANAPOLIS BABIES ..... By Frank D. Loomis 151

DEPARTMENTS:

Obituary 153

Men and Affairs 153

Coming Events 155

Business Briefs 155

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! 607 Majestic Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

BEWARE of BAD BISCUITS and BEDS!

Slumber, that source of sweetness; that softener of the burdens of life; that subtle fountain of health and happiness—is it not of real importance to you?

Eat good food in moderation; sleep well—then happiness is yours.

There is a vast difference between "LAYCOCK—INDIANAPOLIS—THEY ARE FAMOUS" bed springs and the "ordinary run."
There's more genuine rest to the square inch in them.

They last longer
They look better
They are better
Insist upon them!
Sleep well!

Meat for the Sandwich

NOW, children, who gave Tomlinson Hall to the City of Indianapolis? What were the terms of the gift—or was it a gift? The question is addressed to the school children of Indianapolis. The children can't answer. Well, let's try the grown-ups. Consider the question repeated. What, no answer? Well, here's another. What are the principal industries of Indianapolis? Speak up, children.

Ah, there's a hand! Now, son, tell the rest of the children six of the principal industries of Indianapolis. What? The Argentine Republic? So, you're up on the Argentine Republic and not fully posted on Indianapolis! A blush seals the confession.

"Aye, there's the rub!" Quite recently, while a guest in Indianapolis, Mr. J. Soley Cole, secretary of the Chamber of Commerce of Utica, N. Y., volunteered the suggestion that local history ought to be a part of the education of the school children of Indianapolis. Mr. Cole's suggestion is good. He is quite right.

Take the young people as they come from high school and they are laden with a mass of information ranging from the rainfall in Asia to the deeds and dying whispers of kings and queens. This is no criticism of the school system in general, for, between the Asiatic rainfall and the fleeting words of royalty, is sandwiched much that is useful as well as ornamental. But, isn't there room somewhere in the sandwich for something about Indianapolis?

Of what avail to the student is the line of succession to the English throne? How many of those who commit this regal procession to memory can name the mayors of Indianapolis—not all of them—but just the last five? If you're embarrassed, pretend you didn't hear. Of course, every man can name them. Oh, yes!

Now, just be candid. What would a high school student, ready for graduation, do if these six questions stood between him and his diploma?

How high is the Soldiers' and Sailors' Monument?
How many interurban railroads enter Indianapolis?
How many steam railroads enter Indianapolis?
How many parks has Indianapolis? Name them.
What is the population of Indianapolis?
How many miles of paved streets has Indianapolis?

And what would YOU do if it was up to you?

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

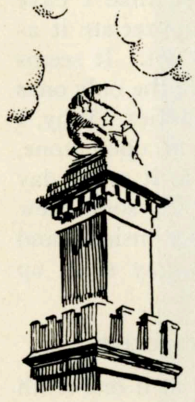
MERLE SIDENER, Manager

VOLUME II JUNE 1910 NUMBER 5

MISS INDIANA COMES DOWN

BY

MAM'SELLE



WHEN the time came Miss Indiana just jumped off.

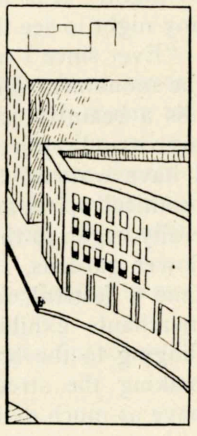
She confided afterward that she'd been wanting to make the plunge ever since the balloon races at the Speedway — but didn't quite have the courage. She never did tell what it was that brought her to the jumping-off place finally, but that's of no consequence. The important thing is that Miss Indiana did come down.

I've often wondered what she thought about the city spread at her feet. She had seen wonderful buildings push their way toward her throne above the Circle. Improvements of all sorts had come into being under her nose, literally. The business streets only recently had twinkled into ribbons of light. All kinds of interesting things were so near—and yet so far. Now if she just had a chance to come down and poke around, where would she go first?

I found her staring into a Washington street shop window and that answered the question. It also proved her a normal woman.

"So," she remarked in a meditative tone. "So, that is what interests you mortal women. For years and years I have stood up there on top of that monument, watching you gather in crowds and circles and squares before these windows, and always I've wanted to know what you saw there that proved an unending fascination. Crane and twist my neck as I might, I never could see. So, that is what proves so alluring!

"I can not truthfully say that I am surprised that you find so much to fascinate you," continued Miss Indiana, her bronze eyes fastened on a chiffon "creation," temptingly set forth in the window. "I am rather enraptured myself. Now, I wonder how I'd look in that lovely Dutch blue. I've been watching it from up above, but



not the half of its beauty was visible."

Miss Indiana regarded her own classic draperies with distaste.

"But think of the trouble you escape; dressmakers and all that," I suggested encouragingly.

"Yes, and think of all the fun I miss, shopping and coming down ever so often to look at these fascinating windows. Are there many more like them?"

"A whole town full. Several streets full. There are Illinois and Pennsylvania streets, to say nothing of Massachusetts avenue and then some more scattered around promiscuous like. Oh, yes, there are plenty of them."

STREET LIGHTS BEAT STARS

"Well, all I have to say is that I hope the women appreciate their advantages. I am sure that there could not be any more beautiful shops anywhere. But come! Time flies, and I have only this one day to be a mortal. There is much to see."

"And first—"

Miss Indiana considered. "I'd like to stay right here on Washington street until those lights were turned on," she said. "Up in my position in the skies I have watched them night after night since they were put in, and to me they are lovelier than the stars.

"I should say that whoever planned those lights is artistic. I can not imagine a more beautiful sight than these streets by night. It is worth a trip down town any night to see them.

"Ever since I came to live up on top of the monument I have thought Indianapolis a beautiful city. I have looked out over it and rejoiced in its beautiful homes. I have watched the growth of the 'city beautiful' spirit, and when the people generally began to turn their back yards into flower gardens, I was delighted. Every time a festival day came along and the merchants exhibit their civic pride by flinging to the breeze flags and bunting, making the streets glow with color, I have as much delight as—well, as Mayor Shank when he meets a man who doesn't want a job.

"I have watched the city grow into greater Indianapolis, and many, oh many times, I have mentally flipped a coin, saying 'will she do it?' 'will she not,' when some tremendous enterprise was up for consideration.

"But," and she proudly raised her head, "I have never yet been disappointed. You have a progressive people here. The greatest thing of all, to my mind, from the standpoint of the city beautiful is the new street lights. Perhaps one reason is that they light up my little world for me so radiantly at night.

"And now I should like to go into the Federal Building. Many a time I have wondered if the citizens appreciate it as they should. I am afraid not. It seems to me that the strangers are the only ones who pause to look at its beauties. Why, I watched them build it, stone upon stone, and I have been looking at it every day since, and each time I see some new beauty. Here's where I see inside," and Miss Indiana took a few gay steps up Pennsylvania street.

ADMITS SHE IS ATTRACTIVE

"You can't have looked at it one-tenth as many times as I have, and yet you are lagging," she called back, skipping blithely along. "If all the other people are like you—"

"We are just as proud of our town as you dare be," I cut in. "Just because we do not stand out here burning off our necks staring up at buildings you think we do not care for them. Just let any robber come along and try to pick up and carry off our postoffice, and you'll see! I suppose, also, that you would like for us to come out in the Circle and admire you?"

"You might do worse," replied Miss Indiana serenely. "I am told every day, many times a day, that I am quite worth looking at. Why, do you know there is not a stranger comes to this town who does not make a bee-line for Monument

Place and stand sometimes for hours admiring the Soldiers and Sailors' monument? I have seen important foreigners come along every once in a while, and they invariably express surprise to find such a splendid work of art here. Time and again I have heard great artists say that there is nothing finer in the country."

take splendid care of people down here on the streets. I so adore a nice, polite policeman.

"How about the fire department?" I suggested. "Surely that has attracted you."

"The fire department! Now there is something worth while. How I do love

MISS INDIANA TOOK A FEW GAY STEPS

"I don't suppose there is," I replied, bristling with pride.

"Glad you appreciate me—and the rest of it," said Miss Indiana. "I'll try to look as pretty as possible the next time you come around star gazing. There are so many things I want to see that I can not quite make up my mind where to go next. I hope you do not tire easily."

"Honestly," she went on, dimpling into smiles, "I do think we have the nicest policemen. They are so polite. They

to see it run. There have been times when I nearly fell off my perch trying to see the horses dash by. As for noise, oh well, that's partly what a fire department is for. Kind-a scares the flames into being good when they hear the outfit coming."

Miss Indiana was just beginning to enjoy herself.

"I think I'll go out to the Speedway," she announced cheerfully.

"What," I gasped.

"Sure. Why, did you think I'd leave that out? It's one of the things I have been watching with 'heart in my mouth,' so to speak. Why, I've been just crazy to get out there!

"Miss this chance! Well, I rather think no. Two times no."

"It is a nice little ride to the Speedway," I said, as cheerily as possible.

"I am not complaining about it being a little ride. And I do not have to go riding to acquire knowledge about the train service. That is one thing about which this town can and should be mighty proud. There is no better service anywhere."

"I suppose you know—living up so high."

"I know a lot of things you would be glad to find out," said Miss Indiana sagaciously. "I know that not only have you a splendid train service but that your city is one of the best interurban centers in the country. I am hoping to crowd in a little interurban ride some time this afternoon."

"Will you not flirt a bit also with our local street car lines?" I asked.

"Such is my intention. I think a lot of the street cars. I guess I ought to know something about the service, being as I see more of that than the superintendent himself, and I say the town should be proud of its car service, anybody else's opinion to the contrary notwithstanding."

"I am not even hinting that there is anything wrong with the service; you need not glare at me. All the way through I think this is a pretty good kind of a town. Now if we had more boosters like you—"

"You're getting 'em! They're coming right along," declared Miss Indiana emphatically, if a trifle inelegantly. "Take my word for it, the whole town is going to get behind and push. There is a tremendous spirit of hustle, and activity, in Indianapolis and big things are being done right now. The workers are not making much noise about it, to be sure, but they are doing the work and it will not be long until you will see results. I am especially delighted with the way the public men are working together. Civic spirit—that I think is what you call it."

Chattering thus, we reached the Speedway. Miss Indiana certainly did have a good time. She said the Speedway is a great credit to the city, and will ever stand as a monument to the spirit of progress. She said that the men who built it should have perches of their own, and she'd be perfectly willing to move over and give them half of her pedestal, only she was afraid their modern clothes would not look well up there.

Miss Indiana declared that she meant to ride back to town in an automobile. She picked out one of home manufacture, saying she was nothing if not patriotic.

"There are no better on the market," she declared with deep conviction. "I see 'em all tried out, and I know what capers they cut and which acts the best.

"Seeing that I am not sacrificing any thrills, I'll ride in a home-made car."

We rode. I don't want to ride that fast again—very often.

"Is there any other place you'd like to go," I asked dutifully.

"I'd like to see a show. Indianapolis has fine theaters. They are splendid. It's my belief that people should amuse themselves a bit. Especially when they have the chance to amuse themselves in such beautiful playhouses. I suppose you get the best plays?"

"Sure," I told her. I'd have said it just the same, even if we never had got out of the one night stands.

* * *

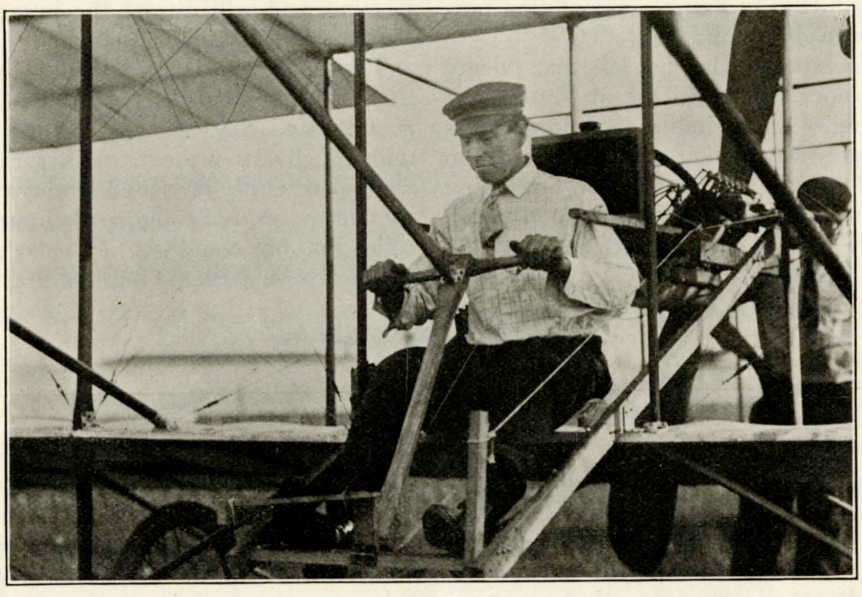
One simply has to stand up for his town.

AIRMEN AT THE SPEEDWAY

NOW for the air-men! First in everything else Indianapolis is first in offering to the city and the state an aeroplane carnival free from the uncertainty of court intervention. At the Motor Speedway the Wright aeroplanes nestle with Farmans, Bleriots, Curtisses, Antionettes and others of the wonderful brood—and they are birds of peace! Not a wing flutters save in restless anticipation of the greatest aeroplane exhibition of all time.

Speedway management, it being deemed impossible to hold a meeting of satisfactory scope under the conditions which have hampered other and similar events. The consent of the Wrights was obtained only after much effort, but, the point being won, Indianapolis will have the greatest of all aeroplane events.

Another element of uncertainty has been removed by the guarantee of the Wrights to have five machines in actual



CAPT. G. L. BUMBAUGH READY TO FLY

This carnival of the air conquerors is different from all other events of the same character in that for the period of the meet, June 13 to June 18 the Wright brothers have removed the barrier which prevents other aeroplanes from competing. The contest begun in the courts by the Wrights, alleging infringement of patents, has prevented other craft from participating in such events with the Wright machines. But, through the courtesy of the Wrights, any and all comers may spread their wings at the Speedway, being licensed for this meet.

This permission was obtained by the

flight each day. Heretofore flight has been largely experimental, but the Wrights have now reduced it to a practical science. In other aeroplane meetings the spectators gathered and saw the craft in flight—perhaps. It depended. There are no "ifs" and "ands" about this meeting. The aeroplanes will go, and there's nothing else to it.

The Indianapolis made machines will play no inconspicuous part in the meeting. Carl Fisher has several aeroplanes which have been constructed at the Speedway and in these he will take a whirl through the ozone. G. L. Bumbaugh

will forsake, for the time being, his old friends and companions, the balloons, and will also brave the breezes in an Indianapolis made machine. Both Fisher and Bumbaugh are confident that their craft will make a creditable showing.

Joseph Curzon is another Indianapolis aviator who will compete with the Wrights. He will drive a Farman which he has tested thoroughly at the Speedway, where it has been housed all winter. Curzon had one disastrous flight at the Speedway this year which put his machine out of commission for several weeks. It is in first-class condition now and is ready for the test.

It is expected that not less than twenty aeroplanes will be in the air during the meeting. As an inducement to aviators the Speedway management guaranteed to spend $95,000 in prizes and in promoting the meeting. The Speedway is carrying out its part of the contract and now it's up to the aeroplanes.

While the meeting is not an international event, it is one upon which the eyes of the world will be focused because of the peculiar and happy conditions under which it will be held. The science of aviation has made progress since the last aeroplane contests, and not only will there be better models and later improvements during the Speedway meet, but the pilots will have the advantage of higher skill in handling their craft. These considerations, with the licensing of the other aeroplanes by the Wrights, will contribute largely to the success of the meeting and will attract the interest of the world.

The Speedway is in far better condition than ever before, physically, to accommodate the crowds which will undoubtedly be present. It has the advantage of vastly increased seating capacity and the grounds and roads have been rolled into fine condition. Popular prices will prevail during the meeting.

BRINGING HOME THE TROPHIES

That was a notable success achieved at Atlanta, Ga., last month by the National, Marmon, Cole and American automobiles! Four cars bearing the proud name of Indianapolis, they ran circles around other racing cars of the highest type, and came back home with all the money and trophies—almost. Well, they did let one or two cars get "just a smell," but that's about all.

There never was a more striking demonstration of the qualities of Indianapolis automobiles and Indianapolis drivers than this speed meeting at the Atlanta course. The Fiat stock "60" and the special Fiat "90" got away with a few victories, but other than these the Indianapolis cars swept the boards—cleaned 'em off completely.

Now there's the National which on the final day of the meet plunged through rain and mud at an average speed of 65.79 per hour and captured the $10,000 Atlanta Automobile Association cup and $1,000 in cash in the 200-mile event. In this event the American ran a good second. There was no chance for the race to get away from Indianapolis.

An average of a trifle under sixty miles per hour for every event in which it ran, and a victory in each of these races, is the record of the Cole "30."

The Marmon stock "32" has to its credit a 200-mile victory, with several others in shorter distances. The National speeded up to seventy-two miles an hour in some of the events.

The American distinguished its builders by maintaining an average of almost seventy-five miles an hour in the fifty-mile free-for-all, which was quite sufficient to win the race.

MAY EVENTS IN INDIANAPOLIS

Mayor Shank asks his advisory board to investigate appraisement of property for taxation.

Butler College adds three professors to faculty.

Indianapolis and Newcastle Traction Company granted entrance to Indianapolis over Twentieth street.

Representatives of city's commercial bodies indorse Mayor Shank's plan for bettering fire protection.

First general convention of Methodist Brotherhood is held at Roberts Park Church.

Corner stone of new Merritt Place M. E. Church is laid.

Plan of Charles A. Bookwalter, receiver, for saving Winona Technical School is indorsed by Indianapolis donors and creditors.

Irvington organizes a Commercial Club.

C. E. Emmerich resigns as principal of Manual Training High School.

Louis Haslanger, noted singer, dies suddenly.

Indiana Council of the National Civic Federation is formed.

Maennerchor holds annual memorial service.

The Rev. Neil McPherson leaves Tabernacle Presbyterian Church for Old First Congregational Church of Springfield, Mass.

Indianapolis Trade Association entertains city's traveling men with trip around the Belt Railroad and banquet at the German House.

Nobles of the Mystic Shrine dedicate Murat Temple.

American Central Law School establishes legal dispensary for deserving poor.

Methodist churches celebrate twenty-first anniversary of the Epworth League.

Proposal made in city council to brand all municipal property to prevent loss.

Board of works decides to improve Thirty-eighth street.

Petition for opening and dredging Fall Creek from Fort Benjamin Harrison to entrance to White River is filed in Superior Court.

Ground is broken for new St. Vincent's Hospital.

Republicans and democrats nominate county tickets in primaries.

Charles Warren Fairbanks speaks at annual banquet of Commercial Club.

City board of health launches plan for a hospital school city.

Jesse Overstreet, former representative in congress and member of the United States Monetary Commission, dies.

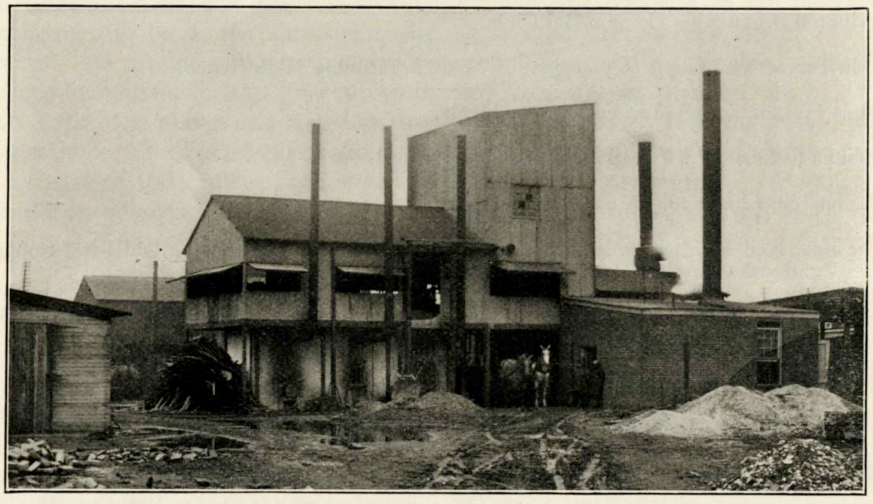
Horace E. Smith, prominent as clubman and lawyer, expires.

Death comes to Gen. George F. McGinnis, veteran of two wars and once postmaster of Indianapolis.

Indianapolis trade boomers make trip through northern part of state on special cars.

WHAT THE ASPHALT PLANT IS DOING

THE Indianapolis municipal asphalt plant is laying more street repairs than it has laid since its establishment in 1907; it is spending more money for repairs than was ever spent before, yet the cost for every square yard is comparatively no greater than the cost under private contract. A system of street repairs, embracing work done under private contract that is a source of considerable revenue, has put the asphalt plant on a paying basis, giving better satisfaction in its results—a successful example of municipal ownership, at least if it be judged from reports in the hands of the city civil engineer.



MUNICIPAL ASPHALT PLANT, CITY OF INDIANAPOLIS

Figures show that under the system by which asphalt street repairs were done by private companies the work cost as much as sixty-five or sixty-six cents a square yard. The report last year shows that with every item of expense paid the repairs cost sixty-eight cents a square yard and the repairs are generally more satisfactory. Large surfaces have been laid where before the contracting companies filled only the holes in the street, sure to result in further trouble because the water-soaked and decayed asphalt surrounding had not been removed.

The asphalt plant laid 8,743.87 square yards last year, including the repairs to the city streets and under private contract. As an offset to the $63,000 appropriated by the city council for street repairs, the plant received a revenue of $16,371.40 for private work. The plant laid 1,300.14 square yards of work for plumbers and public service corporations. The city's own repairs to streets aggregated 70,259.50 square yards and cost a total of $48,048.48.

An evidence of the extent of the work is given in the following paragraphs from the annual report:

"The repairs covered more than sixty different streets and some of the streets have been almost resurfaced, as in the case of West New York street, from Blake street to West street, and Kentucky avenue from West street to Oliver avenue. On both of these there had been a heavy hauling of gravel, which made this street almost impossible to keep in

repair before the establishment of the plant. On several other streets the repairs were extensive, but by our methods on to former patches, the streets will eventually be resurfaced, and the old water-soaked and lifeless material replaced with first-class material."

Excellence and thoroughness of work, lasting repairs that once down will remain for years, is the object of the municipal asphalt plant and it hopes sometime in the future to solve, at least the portion of the city's expense caused by maintenance of pavements. City officials consider the plant to be out of the experimental stage and well on its way in the solution of this problem; experience appears to be bearing out the theories on which the asphalt plant was established, and if more money is being spent in this branch of the municipal management, the comparatively small increase in cost for each square yard and the generally improved condition of the streets, the city engineer's office says is ample evidence of the wisdom of maintaining such a plant.

Mayor Shank has suggested recently the establishment of another plant, or, at least, the enlargement of the repair plant, for doing all of the city's paving. This might include only asphalt paving or might be extended to brick, bituminous concrete, wooden block and other classes of paving, the mayor is undecided. The plan is as yet only in embryo, and its consummation may be long in coming, since the establishment of such a plant would entail considerable more money than some members of the city administration believe could be spared at the present time.

The results obtained from the repair plant were the basis for the mayor's suggestion for its enlargement; he believes good business management could make a similar success of a plant sufficient in size to take out of the hands of private contractors entirely the work of laying and maintaining city streets.

PUTTING INDIANAPOLIS IN THE WAY

The Indianapolis Auto and Aero Club proposes to make it so easy that the voyaging automobilist can't miss Indianapolis by any hook or crook of the road.

Everywhere he turns there will be a sign, staring him in the face, telling how far it is to Indianapolis and how to get there.

This is one of the club's plans for bringing more automobile enthusiasts to Indianapolis during this and any other summer—or winter. These sign posts will extend as far as Louisville, Cincinnati, Toledo, Columbus, Detroit and other surrounding cities.

The logic of the club's argument appeals strongly to everyone who "stands for Indianapolis." Men and women who own and drive automobiles are a very desirable class of visitors. More power to 'em, especially when they're on the road to Indianapolis, and may they never break down. This is the club's motto. And they will do all in their power to get them here, by making the road "easy."

The campaign for club membership is making fine progress and the goal of 1,000 will be reached without difficulty, in the opinion of the promoters. The new club house at the Speedway, where Ad. F. Miller will be host, is proving an attraction. With the club house go other Speedway privileges which make membership desirable in view of the many Speedway events. Membership is being sought actively out in the state and the response to the invitation has been highly gratifying.

EXIT AFTER CHARGE. NEXT!

BY

RICHARD LIEBER

Chairman Public Utilities Committee, Advisory Commission

THE fire insurance rate tangle in Indianapolis is beginning to unravel. When, after some search the right thread was found and was given a steady and insistent pull, the five-cent after charge knot gave way.

But there is yet some clearing away to be done. The business interests of the city were clearly entitled to the unconditional removal of the five-cent after charge, which was finally conceded by the fire insurance companies. But Indianapolis believes that she is entitled to yet a better classification, and it is toward proving this contention that effort will now be directed. It has been suggested that it would be unbusinesslike and shortsighted if the city should use its influence solely to force the companies to reduce rates, without showing that it is entitled to better rates by providing improved conditions. The business man is not only entitled to be reimbursed for loss by fire, but he is also entitled to the fullest protection against such a loss.

It is maintained that even with present conditions, Indianapolis deserves a better classification than that now designated by the fire insurance companies, and that by a proper effort on the part of the city to improve conditions by increasing the fire fighting equipment, and by the enactment of better building ordinances, Indianapolis could be placed in a class decidedly in advance of that to which it is held she is at present entitled.

The suggestion has been made that a conference be held, between a number of representative companies on the one side, and the business interests and municipal authorities on the other, with a view to the making of an adequate survey of the city. Such a plan, it is declared, would discover accurately the proper classification of the city.

This once established, a system of improvements can be instituted which in a comprehensive way would look after the whole insurance question, not only by reducing exorbitant rates, but also by doing away with exorbitant waste through precautionary measures.

The way out of this is by co-operation. The insurance companies have often complained of misunderstanding and unfairness on the part of officials or insurers. That certainly was not the ruling spirit in the recent investigation and is not manifest in the present demand for a better classification.

The companies have a most rare opportunity to get in touch with their Indianapolis customers. What will they do to make use of it?

TELEPOST WILL EXPAND

Important extensions of the Telepost Automatic Telegraph System from Indianapolis to points in Kentucky, Northern Indiana, Ohio, Michigan, New York and Missouri now under way will be ready to open at an early date. H. Lee Sellers, president of the Telepost, said here recently that he expected to be in a position shortly to fix a definite date for the inauguration of service over several of these lines.

"We have been concentrating our energy for some time," said Mr. Sellers, "to connecting up some of the larger cities

of the east and middle west with our system. The advantage of this to telegraph users will be readily perceived. As soon as these connections are established we propose to radiate from them into the territory surrounding them, reaching in this way all of the smaller cities, and towns. The friendly disposition toward the automatic system shown by the different communities throughout Indiana, Illinois and Ohio, where its achievements in every day working operation in other parts of the country are generally known, is a source of satisfaction to us.

"The popularity of the Telepost automatic system with all classes in Indianapolis, Terre Haute, Chicago, Springfield, St. Louis and other sections of the middle west, where it is in commercial operation, convinces me that the time is not far distant when automatic telegraphy with its universal low rates and service of 1000 words a minute will replace, for all purposes of correspondence, the slow and expensive hand method of transmitting messages used by the older companies.

"Hand labor has been displaced by machinery in every field of industrial activity. Up to the advent of the Telepost the telegraph field was the one exception. Now hand telegraphy must take its place with hand typesetting and the hundred and one other things formerly done by manual labor and now performed by machinery.

"The Telepost automatic system is the only competition the telegraph monopoly of this country has had for thirty years. It is the only independent telegraph company in the country. It can neither be bought nor leased by the other companies or merged with them. The voting power of its stock is vested in a board of trustees, composed of men of national reputation, known for their integrity. The negative vote of any one member can prevent the stock ever becoming a plaything of high finance. This insured the permanent preservation of its independence as a potential factor in the telegraph field."

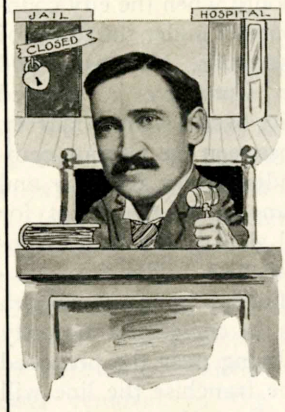
Addition to Interurban Family

Indianapolis gathered in a new interurban line last month when the city council ratified the contract under the terms of which the Indianapolis, Newcastle and Toledo Traction Company is granted entrance to the city over Twentieth street.

Negotiations between the traction company and the Indianapolis Traction and Terminal Company as to the street for entrance, delayed slightly the final disposition of the franchise. The two companies agreed finally upon Twentieth street, which was the choice of a majority of the residents living near the proposed route. Under the franchise the line will enter the city on East Nineteenth street and will turn north to Twentieth at Olney street; it will go west on Twentieth to Brookside avenue, thence to Massachusetts avenue and to the Traction Terminal Station.

Trade Extension Trip

About one hundred and twenty of the progressive business men of Indianapolis made an excursion over the interurban lines into the northern part of the state, May 31, June 1 and 2, with a view to bringing more trade to the manufacturers and jobbers of this city. The trip was under the auspices of the Indianapolis Trade Association, and is announced to be one of a number of such excursions to be made during the year. Three special cars were used to transport the trade extension boomers, and thirty-two cities and towns were visited. The Indianapolis News Newsboys' Band of fifty pieces accompanied the excursionists, and rendered valuable service by giving concerts at each point where a stop was made. In practically every place the Indianapolis men were heartily received, and a spirit of co-operation was generally manifest. To bring "new money" to Indianapolis is one of the main purposes of the Trade Association, which was recently organized with a membership of three hundred manufacturers, jobbers and financial institutions.



MEN OF THE MONTH

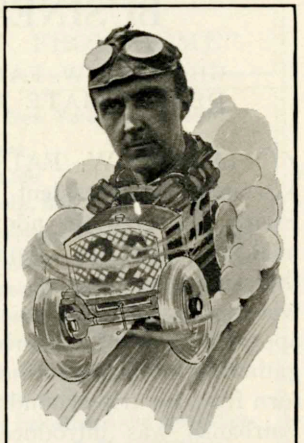
Is an inebriate a sick man or a criminal? "He's sick," says James A. Collins, judge of the city court—or of the police court, if you prefer it that way. Judge Collins believes the man afflicted with the habit of drinking should be reformed by treatment—medical or otherwise—rather than punished. So many hours in a cell at police headquarters and a subsequent sentence including fine and imprisonment, perhaps, tend to sober the man for the time being, undoubtedly. But, does the punishment help to prevent his coming again before the judge? Judge Collins says no.

Here's our first subscriber. We are tempted to say "God bless him!" Anyway, that's how we feel. The Rev. O. S. Hadley saw the announcement in FORWARD! that its readers would be permitted to help in the work by subscribing at the rate of $1 per year. He took his pen in hand, having first opened his wallet, and we got both his letter and his dollar. There were some thoughts of having it framed—the dollar—but soberer judgment and reflection prevailed. It will not be framed. We can remember him without that. Oh, our memory is long—long enough for all who desire to be thus enshrined therein!

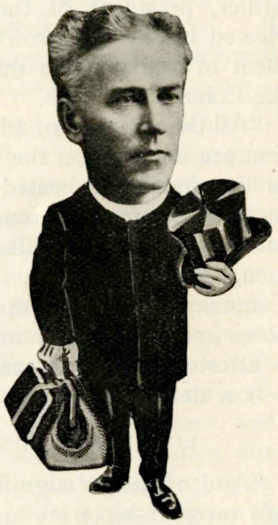
Not infrequently the opportunity comes to a man to practice what he preaches. For several years Milo H. Stuart has been delivering addresses and lectures—able ones, too—before various educational societies. No doubt he has been expressing his views upon the way young people should be "bent." Well, he's going to be boss now and it's up to him to do the "bending." Mr. Stuart will succeed Charles E. Emmerich as principal of Manual Training High School. It's a big job and he's stepping into the shoes of a big man. As assistant principal of the school, however, he has tried them on several times.

MEN OF THE MONTH

'Ray for Ray and the Marmon Wasp! Ray is Ray Harroun, of Indianapolis, if you don't know and want to, and the Marmon Wasp is an Indianapolis-made racing automobile. The Wasp ran away from all competitors in the 200-mile contest for the $10,000 Wheeler-Schebler trophy at the Speedway May 28, covering Harroun with dust, grime and the glory of two new American records. An Indianapolis man, in an Indianapolis car wins a $10,000 Indianapolis trophy! Can you beat it? No! Harroun traveled at the average rate of 72.07 miles per hour. It was ample.



He hasn't packed his grip yet, but, nevertheless, the Rev. Neil McPherson is preparing to leave us. It is not a case of "here's your hat and what's your hurry." Far from that. We'd hide his hat if it would do any good. Dr. McPherson is the sort of man whose loss will be felt not only by those who have faced his pulpit in the Tabernacle Presbyterian church, but by those, also, who have met him in his many social and civic activities. Dr. McPherson has heard the call of the Old First Congregational church in Springfield, Mass., and has answered it. The Old First has made no mistake. Can the Tabernacle do as well again?



When the question of fire insurance rates bobbed up to distress the business men of Indianapolis, Richard Lieber got busy. The rate question is an intricate one and it required a man with the facts and figures at his finger's ends to meet successfully the issues. Mr. Lieber was that man. Like Mr. O'Shea in the song, he had facts on his fingers and figures on his toes. Statistics were his companions and whenever his side of the controversy desired information—well, it was ready. All he has to do is to open up his strong box and take 'em out, even now. He has the key, you know.

BUSINESS IN THE MUNICIPALITY

CHARLES W. FAIRBANKS SAYS CITIZENS ARE PRONE TO UNDERESTIMATE THE IMPORTANCE OF OUR CITY ELECTIONS

CHARLES W. FAIRBANKS, former vice-president of the United States, delivered the address at the annual banquet of the Commercial Club on the evening of May 25. The attendance was unusually large as it was the first appearance of Mr. Fairbanks, before a gathering of business men since his return from his trip around the world. Mr. Fairbanks was introduced by Winfield Miller, president of the club, who reviewed briefly the growth and advancement of Indianapolis during the life of the Commercial Club.

"All the victories of advancing civilization are not won on the field of battle or in the forum of heated discussion, but more, many more, through the quiet association of clear-minded, high-thinking men," said Mr. Miller. "Of such is the Commercial Club composed. Its purposes are being better understood. This is attested by an increasing membership —now nearly 1,800 men.

LIVE PUBLIC CONSCIENCE

"And of deeper significance, to which this membership tries to give moral and motive force, is the fast growing sentiment that beyond the marts of trade and the necessary material interests must be right action in all civic affairs; that there must be a live public conscience which demands, and which will have a stricter and closer stewardship in public service, more, if you please, for the dollar expended and clearly open knowledge of what becomes of the dollar."

Mr. Fairbanks spoke in part as follows:

"I most heartily congratulate the Commercial Club upon the splendid work it has done from the day of its organization. It was created to meet a generally recognized want in our industrial, commercial and civic life. It was organized with an intelligent enthusiasm for the purpose of promoting the city's welfare and for the advancement of the best interests of the entire community. There entered into its organization no thought or suggestion of selfishness; it was not designed in any manner for individual aggrandizement, or for any direct financial profit. It was, in the highest and best sense, created in the general public interest. It embraces within its membership men of divergent political views; men drawn from all of our activities. We are all proud of it and wish it the utmost success in its future work.

WHOLESOME ATMOSPHERE

"As we are assembled here our uppermost thought is with respect to our city. What can we do to increase its excellence? We have a city of which we may well be proud. The more we see of other municipalities, the more confirmed we are in the opinion that, taken all in all, ours is in the very first rank of the home cities of the country. There are, of course, many others whose population and whose material wealth greatly exceed ours; there are others who enjoy some special privileges which are denied to us; yet we possess in an abundant degree the essential advantages which make Indianapolis a goodly city in which to live. It is a city of homes and a city of good business opportunity. It is a city where the great body of the people have a regard for those finer things which are the crowning glory of the best municipality. Our people have a regard for the intellectual, moral and physical development of the entire community. In short, the whole atmosphere is wholesome.

"We are fortunate in the existence here of a genuine democratic spirit. We have not outgrown a neighborly interest in each other—a fact which can not be as-

serted with respect to some of the larger cities. Here there are no extremes of either poverty or wealth; people are regarded for what they are, and not for what they have or do not possess of a material character.

CITY HAS INDIVIDUALITY

"It is doubtful if there is any city within the range of our knowledge where relatively more men and women are cooperating in clubs, societies and organizations of one kind or another, which have as their object the improvement of the intellectual, social and moral well-being of the people. Our organized charities, hospitals and so on are numerous and tend to alleviate want and suffering among those upon whom the hand of affliction is laid. Our charities, both within and without the various churches, show the largeness of the heart of our people. All of this tends to give character to the city—to invest it with an individuality which tends to increase our pride in it, and to afford assurance of future growth along satisfactory lines.

"We have our defects, of course; we do not profess to have attained a state of perfection; the perfect state is not for this world, but for the future. However, we feel confident that our deficiencies are not greater, to say the least, than those of our neighbors. There is a wide-prevailing desire among us that we should more and more advance toward making our capital as nearly free from objectionable features as is possible in centers of large population. We will keep our civic ideals high and strive the best we can to attain them.

"We should emphasize more and more the necessity of putting our municipal government upon the best possible business basis. Men should be selected for positions in our public service because of their approved capacity and acknowledged integrity—because the public needs them, and not because they need the public. There is no more important problem to be solved under our political form of government than the proper administration of our municipal concerns. The people too frequently show an indifference to their political affairs right at their doors. They respond readily when national and state campaigns are upon them, but overlook the fact that, so far as their immediate interests are concerned, the municipal campaigns are of greater importance than those which involve national and state affairs. All are, of course, important, and the good citizen will give to them due consideration; he should neglect none. But if he is to be guilty of any neglect he should not begin by falling short in the full discharge of his duty with respect to municipal political matters. It is much better that our political activities should begin with our government at home and work outward, rather than to reverse the process. If our home governments are well maintained they will have a beneficial influence upon our political interests in the wider outlying fields.

SAVE THE TRADE SCHOOL

"There is one subject of immediate and pressing importance which I may be pardoned for suggesting in this presence, and that is the necessity of preserving and maintaining the Technical Institute, which is now in financial difficulty. Man-

"THE MAN FROM HOME"

New York, June 1, 1910.

Forward! Committee,
Commercial Club,
Indianapolis, Ind.

Gentlemen: Receiving Forward! is like getting a letter from home. I have enjoyed it so much that it has seemed a shame to be getting it for nothing. I am glad, therefore, that the committee has expressed a willingness to accept subscriptions, and I take pleasure in enclosing check for one dollar.

Yours for a more industrious and more illustrious Indianapolis, E. M. GOODWIN.

531 West 124th Street.

ufacturing has become such an important feature of our municipal life and of the life of the state that we can not be indifferent to the importance of educating the young men and young women so that they may more successfully carry forward our manifold productive industries. There is nothing of more world-wide significance at the moment than the widespread interest taken in the subject of technical or industrial training. All civilized countries are giving more and more consideration to education along practical lines in the vast field of industrial and mechanical arts. We should not fall behind. There is every reason why we should take an advanced position with respect to the education of our young men and young women, so as to increase their efficiency and enable us to compete successfully with our neighbors in the future. This subject is quite pertinent before a meeting of the Commercial Club, for it lies within the zone of its activities, and it can exercise a powerful influence in the preservation and increase of the efficiency of the Technical Institute. Mr. Bookwalter, now in charge of it under the authority of the court, is entitled to the heartiest possible support of the Commercial Club and all citizens of the community in his effort to put it upon a sure and permanent footing. It is a matter in the largest and best sense of interest to all the people, and they should rally to his support.

"One of the most important things for our comfort and health is to secure and maintain good streets. The subject of street improvement has received consideration for many centuries in different parts of the world; yet it would seem that in many places it is still in its experimental stages. It would appear at first glance that it were a matter of such easy solution that it would not now be a subject for serious consideration. What is the best material to be used and how it shall be used are questions with respect to which divergent views are entertained. We may agree, however, upon the essential fact, and that is, that it is necessary to construct streets well in the first instance, whatever the material or form of construction may be, and thereafter to maintain them in good condition. Repairs should be made promptly when the necessity therefor arises. It is not only economy in the long run to do so, but nothing gives the city a bad name quicker than streets in bad repair. 'A stitch in time' is an old adage; time and experience confirm its virtue. It was never truer than when applied to the important subject of street preservation. The Chinese method is too frequently employed and that is, when an improvement is made—give it over to the care of chance and the elements until complete ruin overtakes it. Berlin affords a good illustration of first-class street improvements and first-class care of them after they are made. Our streets should easily be a model of excellence and without burdensome cost.

"It is gratifying to observe the progress which has been made in the last few years in enlarging our system of parks. Another important feature in our municipal life is a comprehensive and sufficient park system. As our boundaries are enlarged and the population increases, the necessity for some place where the people of all conditions—and more especially the poorer people and their children—may obtain fresh air and recreation amidst the trees and flowers, will become increasingly apparent. There is no burden laid upon us which should be more willingly borne than that which is necessary to enable the great body of the people to enjoy the invigorating air and the wholesome surroundings which adequate public parks afford. Those who push forward the work of park improvement—sometimes against unjust criticism and faultfinding—are entitled to credit and congratulation. They are already justified by what they have done and the increasing years will but emphasize their wisdom and ratify the city's broadminded generosity."

LOCAL HISTORY IN CITY SCHOOLS

It is the opinion of J. Soley Cole, secretary of the Utica (N. Y.) Chamber of Commerce, that the children of Indianapolis ought to know more about their own city. He believes that the schools should carry a course in local history.

Secretary Cole was in Indianapolis last month with a party of Utica boosters, who were making an extensive interurban trip, in order to pick up ideas in other cities which might be adapted to the municipal improvement of Utica.

"A city's best advertising comes from its own citizens," said Secretary Cole, "but too often the citizens know less about their own town than comparative strangers. For example, we have just visited the filter plant at Louisville, accompanied by several members of the Louisville Commercial Club who had never seen the plant before."

The Utica boosters were entertained in Indianapolis, and were so well pleased with the city that their only criticism was that the citizens do not "boost enough."

BENEVOLENT ASSOCIATIONS APPROVED

The Committee on Benevolent Associations of the Commercial Club has investigated thirty-one organizations soliciting funds from the people of Indianapolis for their support. Twenty-six of these have been approved and cards issued commending them to the public. Five were not approved. Thirteen associations are now being examined by the committee. These will probably be reported on within the next ten days.

Several of the benevolent associations of the city have failed to make statements to the committee, blanks for which were sent to them. These blanks should be carefully filled out and sent to R. G. McClure, secretary, without delay. A failure to respond to the call of the committee for information will certainly retard the work of the committee and probably will seriously interfere with the success of the work planned for it.

It will become evident to all who will spend a moment's thought on the subject that the degree of success attending this effort to defend our citizens from imposition and unwise schemes, must depend upon full and sympathetic co-operation of worthy institutions with the committee as well as the co-operation of individual citizens. It will also be evident that if our people are convinced that an agency is within reach by which they may certainly escape imposition they will be more liberal in support of the benevolences that are really worthy. This is very important, as many of these associations doing excellent work are straitened in their operations and seriously embarrassed in their work by lack of money.

The committee is well assured that nearly all of the associations which have delayed to respond to the request for information, are worthy and are rendering valuable service to our citizens but it is the function of the Committee on Benevo-

lent Associations to investigate all institutions that it approves in accordance with the following resolution which is the basis of its work, namely:

Resolved, That it is the sense of this meeting that the board of directors of the Commercial Club be requested to ask of the various benevolent and charitable organizations of Indianapolis a report embracing the purpose of their organizations, the sums of money raised by them, how raised and how appropriated; that said Commercial Club then determine what charities are deserving of the support of the citizens of Indianapolis, and that the Commercial Club issue to such charities a card certifying to that fact and containing upon the back thereof, if deemed appropriate, the names of the other charities which are likewise worthy of support, which card is to be issued to the solicitors of said charities, and that the Commercial Club notify the citizens of Indianapolis from time to time the names of the charities which said Commercial Club deems to be worthy of support.

The following is a list of the charity institutions approved by the Committee on Benevolent Associations to date: Boys' Club Association, German Ladies' Aid Society, Children's Aid Association, Day Nursery Association, Home for Friendless Colored Children, Indiana Children Home Finding Society, Indianapolis Free Kindergarten Association, Indianapolis Orphan Asylum, Pentecost Band (Nelson Shelter House), Home for Friendless Women, Alpha Home (Colored), Door of Hope of Indiana, Humane Society, Indiana Industrial Home for Blind Men, Mothers' Aid Society, Mutual Service Association, Young Men's Christian Association, Young Men's Christian Association (Colored), Young Women's Christian Association, Salvation Army (Relief Work), The Faith Home, Lincoln Hospital Association (Colored), Woman's Improvement Club (Colored), The College Settlement Association of Indianapolis, Emory Cain Industrial School (Colored) and The German Home for the Aged of Indianapolis.

The following institutions have been declined cards: The Brooks Home, The Calvary Army and The Little Mothers' Club.

Mr. Hines Says So

Murat Temple, A. A. N. M. S., was dedicated with impressive ceremonies last month, more than 2,000 Shriners, from all parts of the state and country, attending the ceremonies.

Chief among the visitors was Fred A. Hines, Imperial Potentate for North America, who pronounced the ceremony of dedication. This was Mr. Hines' first official act since his elevation to the highest office of the Shriners last April at New Orleans. Murat Temple, as a building, filled Mr. Hines with delight.

"It is a magnificent building," he said. "Every corner is utilized and the draperies and decorations as well as the exterior finishings easily make it the most luxurious of any Shrine building in this country. It is such a building as will make all Shriners proud, and it should be appreciated by the people of Indianapolis and Indiana."

Resist Rate Increase

J. Keavy, commissioner of the Indianapolis Freight Bureau, has made a report to the Commercial Club of the convention of commercial, manufacturing and shipping interests, which he attended in Chicago, May 17, as a delegate from the club. He says that about four hundred business men from all parts of the country, most of whom are executive officers, were in attendance. It was the sense of the meeting that the financial condition of the railroads does not warrant any general advance in freight rates at this time, and that any general advance in rates be suspended pending a complete investigation of the facts by the interstate commission. It was also decided at the meeting that any advance pending such an investigation will be resisted by the shippers, and a committee of seventeen was appointed to carry into effect the plan of arbitration. It is the intention to raise a fund of $50,000 to defray the expenses of the campaign, in case it is necessary to go into the courts with an injunction suit.

SAVING INDIANAPOLIS BABIES

BY

FRANK D. LOOMIS

Approximately six hundred babies die in Indianapolis every year. At least half of these deaths are preventable. Many of them are due to careless and improper feeding of impure milk. Nine out of every ten babies fed on artificial food die.

The Pure Milk Commission of the Children's Aid Association is working to reduce the rate of infant mortality in this city, to prevent the deaths which are preventable, to insure better health to the children who will live anyhow. Its work is not only to save the babies but to help the entire community.

The Pure Milk Commission was organized in the spring of 1908 under the superintendency of Mrs. Helen W. Rogers. That summer the Commission opened four stations which were in operation an aggregate of forty-four weeks. Five nurses were employed and six physicians gave their services. One hundred children were helped that summer and 9,505 bottles of milk were distributed. The nurses made 1,704 visits to the homes of the sick children and physicians made 473 examinations of children at the stations.

In the summer of 1909 the four stations were again opened on the first of June and conducted until the latter part of September—an aggregate of sixty-two weeks. Four nurses and two assistants were employed and four physicians gave their services. One hundred and ninety six children were registered and 28,879 bottles of milk were distributed. The nurses made 1,156 visits.

The cost of conducting the first season's work was $1,800. The cost of the second season's work was $2,600. The decrease in proportion of cost was natural since equipment purchased the first season was available without expense for use the second season. The Commission will conduct four stations again this summer and hopes with an expense of $3,000 to help at least 300 children.

WILL STUDY COMMISSION PLAN

A special committee has been appointed by the Commercial Club to study the commission form of municipal government. In appointing this committee, which consists of Lewis A. Coleman, Hiram Brown, Brandt C. Downey, Charles J. Lynn and Merle N. A. Walker, President Miller made it plain that the club is not going on record as favoring the commission plan. It is the club's desire that the advantages or disadvantages of the plan may be thoroughly understood. If, after an investigation, it is found that there are decided advantages in the commission plan, certain recommendations may be made by the club.

The most conspicuous example of the commission plan of government is Des Moines, Iowa, and a careful study of methods and results in that city will be made in an unbiased manner.

Skyscraper by Red Men

The Improved Order of Red Men, through the great council of Indiana, has decided to erect a home for the order in Indianapolis that will equal the Odd Fellow and Pythian buildings.

The Red Men have secured the property at the northeast corner of Market street and Capitol avenue, paying $72,000. Upon this site they will erect a modern building, reserving space for the order on the top floor.

W. W. Drinkwater, of Kokomo, chairman of the committee which made the purchase, says that the Red Men are prepared to spend $500,000 in improving the property. It has not been decided whether the building will be devoted to offices, a theater or a hotel, but he is inclined to believe that it will be a hotel. This will be settled by the great council at its October meeting. Mr. Drinkwater believes that there is a demand for another modern hotel in Indianapolis and says that whatever the Red Men build will be the best that can be planned.

Building Operations Doubled

A report from the office of the building inspector shows that the annual building operations in Indianapolis have more than doubled since 1900.

In 1900 there were issued 2,250 building permits, representing $2,173,670. In the first five months of this year approximately the same number of permits have been issued and they represent about the same valuation.

Six Floors of Knights

A club house, to cost approximately $80,000, will be built on the east side of Illinois street, north of Walnut, by Indianapolis Council, Knights of Columbus. The new building will be six stores high and will have a frontage of seventy-five feet on Illinois street. It will contain a lodge hall, 50x72 feet on the first floor, with a stage and a balcony. A seating capacity of 700 is promised.

The second floor will be devoted exclusively to club purposes, containing library, billiard, smoking, lounging and card rooms, as well as bath and lavatory. On the four upper floors there will be quarters for "bachelors." These quarters will be rented to Catholic young men, the similar quarters in the new Y. M. C. A. building demonstrating the need of such facilities.

The ground upon which the building will be erected is now owned by the Knights. The building will be erected by the Knights of Columbus Home Association, which was originally capitalized at $50,000. It has been decided to increase this sum to $100,000.

New City Hall, August 1

If there is no unforeseen obstacle the new city hall will be ready for occupancy about August 1, according to H. W. Jensen, supervising engineer.

The plastering is practically done and about three-fourths of the marble work, of which there is a great deal, is completed. The woodwork is ready to be fitted as soon as the walls have dried thoroughly, and with no interior decorating to delay progress, the building will then need only the plumbing and electric fixtures to be opened to the public.

New Building Assured

A new building will ultimately rise on the combined sites of the Van Vorhis building, 118-122 East Ohio street, and the Lorette Hotel which adjoins, on the east. This is made possible through the recent acquisition by S. E. Rauh, of the Van Vorhis building, the Lorette having been purchased by him several months previously.

Mr. Rauh acquired the Van Vorhis building under a purchase lease, the consideration being $125,000. It has an Ohio street frontage of forty feet, the Lorette property bringing the total frontage to 104 feet. The property is 102 feet deep. Mr. Rauh says he expects some day to erect a "respectable building of some sort" on the property.

Uniformity of Law

The Indiana Council of the National Civic Federation is the outgrowth of a meeting held at the state house recently by leaders in this movement for uniformity of law. Some time ago an Indiana commission was appointed by Governor Marshall and it is this commission which

has grown into the Indiana Council. Among the men who attended the recent meeting were Ralph M. Easley of New York and John Mitchell, former president of the United Mine workers of America.

It is the purpose of the federation to bring about uniform laws in the various states without in any way encroaching upon the sovereign rights of the individual states. Some of the laws discussed as needing uniformity were those controlling marriage and divorce, tax assessments, public roads, insurance, wills, deeds, pure food, improvement of rivers and conservation of natural forests.

What Indianapolis Owns

The city of Indianapolis, exclusive of the school city, is the possessor of real estate valued at more than three millions of dollars.

Figures obtained from the township assessor show that this real estate aggregates in value about $3,500,000, not counting the property of the school city, which is estimated at $2,000,000.

The parks of the city are valued as follows: Riverside, $750,000; Garfield, $312,000; Brookside, $176,000; Highland Place, $45,000; Spades Place, $30,000; Indianaola Square, $10,000; McCarty Place, $6,000, and Highland Square, $20,000.

The city hall site is valued at $115,000, and there are other valuable pieces of property downtown, including the fire and police stations.

Obituary

Jesse Overstreet, who represented the Indianapolis district in congress for fourteen years, died Friday morning, May 27, at his home, 2015 North Meridian street. He had been in poor health since the spring of 1908, and his close friends declare that his breakdown was the result of his conscientious service in congress. He was a hard-working public servant, and it was largely through his efforts that Indianapolis obtained the new Federal Building and the army post. As chairman of the committee of post offices and post roads of the house, he was active in bringing about reforms and improvements in the postal service. Although unostentatious in manner, he was always regarded as one of the most influential members of congress, and enjoyed a national reputation. Mr. Overstreet was born at Franklin, Indiana, in 1859. He was elected to congress in 1894, and remained a member of the lower house until 1908. His work was highly commended by three speakers of the house—Reed, Henderson and Cannon. In the funeral oration which he delivered, Charles B. Landis, a close friend and political associate of Mr. Overstreet, said:

"Too many burdens were placed upon him. In his anxiety to serve he was reckless of his strength. He gave too freely of his labor and effort. He erred in that he recognized no limits to his own endurance. He gave so freely of his special, rich endowments that, when too late, he found himself exhausted; he was unable to regain the vitality upon which he had made such heavy drafts. He did as did Dingley, of Maine, and Wilson, of West Virginia—having worn himself out in the service of his country.

"The committee rooms of congress, as well as the battlefields of the republic, have their heroes and martyrs, and Jesse Overstreet was one of them."

Gen. George F. McGinnis, veteran of the Mexican and civil wars, a pioneer citizen of Indianapolis, died Sunday morning, May 29, at his home, 1902 North Capitol avenue. He was 84 years old, and until within a few days of his death, he was a familiar figure on the downtown streets of the city. His vigor and strength, in spite of his years, was a matter of comment. He was prostrated May 26 while attending the state Grand Army of the Republic encampment at Terre Haute, and after returning to his home in this city he grew steadily worse. It was peculiarly appropriate that the last bugle call for this veteran of two wars should be sounded on Memorial Sunday.

The death of Horace E. Smith, of the legal firm of Hawkins & Smith, occurred May 28. Mr. Smith had achieved high standing as an attorney and citizen. He was treasurer of the Columbia Club at the time of his death, having held that office for several years and having aided materially in the establishment of the club.

Mr. Smith had lived in Indianapolis since 1866, coming from Hendricks county, where he was born. He was graduated from Butler College, and later from Harvard College. He served as deputy city attorney under W. L. Taylor in the first administration of Mayor Denny. He was a member of the Scottish Rite and the Mystic Shrine.

Men and Affairs

The T. B. Laycock Manufacturing Company has issued an attractive house organ called the "T. B. L. Company Factory News." It is full of interesting matter for furniture dealers, and is unusually attractive typographically. A number of half-tone pictures of the officers and

products of the factory are used as illustrations. The booklet was edited and designed by Carl Hunt, the advertising manager of the company, and it will be published periodically. Several thousand copies of the first issue have been distributed throughout the country, each proving an effective advertisement, not only for the Laycock Company, but for Indianapolis as well.

The 1911 convention of the Brotherhood of Interurban Trainmen will be held in Indianapolis, May 10 to 14. This decision was reached at the last convention in Springfield, Ill.

The biennial convention of the Young Women's Christian Association will be held in Indianapolis, April 19-26, 1911, according to an announcement from national headquarters. The invitation was extended during the last convention at St. Paul. Eight hundred delegates will attend the meeting.

Mrs. O. G. Pfaff, of Indianapolis, has been elected to the board of governors of the American Whist League.

W. E. Bayfield, president of the New Grand Hotel, has bought the Westcott Hotel at Richmond, Ind.

James M. Healy has been chosen as custodian of buildings and grounds by John E. Cleland, business director of the Indianapolis Public Schools. Mr. Healy is a plumber, having been active in that trade for years. The board of school commissioners insisted that the man appointed must be a "plumbing and sanitary engineer."

President Taft visited Indianapolis last month—briefly. He came in aboard his private car Olympia at 2:30 A. M., May 4, and departed at 2:35 A. M., May 4. There were no bands or fireworks. Everybody was asleep, including the president.

Indianapolis has entered the aeroplane field, commercially, a new company having been formed to manufacture them. In the company, which is incorporated for $10,000 are Melvin A. Marquette, Jesse A. Johnson, and Frank A. Lauck. It is known as the Marquette Aeroplane Company, the manufactured product being the conception of Mr. Marquette.

C. D. Lucas, of Indianapolis, has been elected president of the Indiana State Dental Association.

George B. Rubens, city councilman, is the new superintendent of the W. J. Fischel Company, successor to Saks and Company.

H. W. Wills, late superintendent of the western hotels for the Canadian Pacific Railway Company, is the new superintendent of the Claypool hotel.

With a view toward getting better advertising results the Elks of Indianapolis, assisted by the Elks of surrounding towns, have adopted a picture of the Indianapolis Motor Speedway

The Continuous Growth

of our business is the best reason in the world why

The Cohea-Bramwood Press

THIRD FLOOR, STATE LIFE BUILDING

INDIANAPOLIS

Ought to be Doing Your Printing

Give us a chance to convince you by the quality of our work

Either Phone

YOU CAN BUY YOUR

Own Home

For the rent you now pay
Let us tell you OUR plan

Cottage Construction Company

(Incorporated—Capital, $75,000)

E. E. SHELTON, Manager Sales Dept.

2817 Clifton Street

Telephones, New, 151 Clifton; Old, 1866 North

Telephones—Main 6906, New 3219

Telepost Co.

No. 11 West Market Street

F. B. BRADLEY, Manager

25 Cents sends a 50-word Telepost by wire and delivered by mail from receiving station ANY TIME OF DAY OR NIGHT. Other companies accept night letters only between 6 and 12 o'clock P. M.

Twenty-five cents sends a twenty-five-word Telegram, delivered by messenger—five cents for each ten words additional.

Twenty-five cents sends a one-hundred-word Teletape (prepared on a special tape by sender).

Ten cents sends a ten-word Telecard, delivered by mail from the receiving station.

as their official emblem when they go to their annual meeting in Detroit, July 11 to 17. The Elks will wear badges, carrying a medal upon which will be embossed the picture of the Speedway.

Mrs. A. J. Tron has added a novel dining room to the Hotel Kingston, in Monument place, in the form of the Hiawatha Cafe. It is on the ground floor, and all the furnishings and decorations are in harmony with Indian life.

The new street lights now extend from East to West streets on Washington, with the exception of the space on the north side occupied by the court house. It is hoped that the county council will appropriate money to maintain lights in this square. The merchants are paying for the remainder of the lights, and the county government owes it to the city to cooperate.

Through the efforts of civic organizations headed by the Commercial Club, the city will improve Thirty-eighth street from Illinois street to the State Fair grounds. This is the road over which automobiles and other vehicles must pass to reach the fair grounds, and has been in a condition practically impassable.

William H. Cooper and Tom Oddy, who have been in the grain business in Indianapolis for twenty-five years, have retired from business. Mr. Oddy will take a trip to Europe, and Mr. and Mrs. Cooper will later spend a time in California.

COMING EVENTS

U. A. O. D. Grand Grove	**June 7-8**
M. T. H. S. Commencement	**June 13**
Indiana Pharmaceutical Ass'n	**June 14-16**
Shortridge Commencement	**June 15**
County School Superintendents	**June 15-16**
National Field Deputies, Court of Honor	**June 15**
National Court of Honor	**June 20-23**
Indiana Retail Furniture Dealers' Ass'n	**June 30**

Business Briefs

The H. Lauter Company will erect an additional factory building at Harding and Washington streets. It will be four stories high, of brick, and will cost $48,000.

Henry D. Burgheim has leased the building at 132 West Washington street from Raphael Kirshbaum, and will make several improvements.

The United Cigar Stores Company has obtained a lease on the three-story brick building at 48 East Washington street, occupied by the Comstock jewelry store. The cigar company

The Strongest

Recommendation an employe can have is a corporate surety bond written by a good company. Such a bond is much more of a deterrent to dishonesty than is a personal bond. Therefore a

Corporate Surety Bond

is best, both from the standpoint of the employer and the employe. Bonding employes is the modern method of guarding a well regulated business. And you, Mr. Business Man, should be sure every bond of your employes

Is Written by

a conservative company—one careful of its underwriting. Nowhere will you find a more painstaking company than the

Federal Union Surety Company

Lemcke Building, Indianapolis

We also write casualty and burglary insurance

PARTNERSHIP

Life Insurance "Clinches"

The equities of all concerned in the business. It is my Specialty.

WM. A. HUNGERFORD, Newton Claypool Building

W. H. Buderus

CONSULTING ENGINEER

Special Machine Designer
Jigs and Tools Shop Equipment

601 MAJESTIC BLDG. MAIN 4241

Pianos, Band & Orchestra Instruments

Sole Representatives of the Celebrated WEGMAN PIANO

CARLIN & LENNOX

New 151—Main 151 5 and 9 East Market St.

Celebrated Racine Line

BUSINESS WAGONS, DRAYS, DUMP CARTS, ETC.

Repository, 521-7 E. Washington

Phone, Main 7812
Phone, New 3417 **JAS. R. DEEL**

will take possession at the end of the Comstock lease and will occupy the building after extensive repairs have been made. The P. G. Gorman agency conducted the negotiations.

The Evans Milling Company is preparing to remodel its mill at West Michigan street and the Belt Railroad at a cost of $16,000.

Mrs. Walburga Oehler has sold to Henry N. Spaan the property at 20 South Delaware street, the consideration being $30,000. The building is now occupied by Andrew Oehler's jewelry store.

A one-story business building will be erected at 429 North Meridian street, the site of the old E. B. Martindale home. The improvement will be made by the Martindale estate at a cost of, approximately, $12,000.

An interesting piece of office furniture has recently been put on display by the Rough Notes Company. It is a desk that incorporates a whole office and working room in one piece of furniture. The left pedestal works on a swivel which when pulled out half way "breaks" in the middle, putting at the finger tips of the man at the desk all of the conveniences of stamp and card index drawers, pigeon holes, little book stalls and different kinds of working files. The right pedestal contains a full length letter file and a compartment drawer.

Mrs. Milo L. McMurray has sold to Mr. and Mrs. Major Taylor her residence at 3433 Washington boulevard for $30,000. The property has a frontage of 100 feet and is 300 feet deep.

A permit has been issued for the erection of the Shara Temple Synagogue at Merrill and Meridian streets. It will cost $20,000.

Property at Washington and Davidson streets has been purchased from Frederick Prange by Oscar V. Rouse for $20,000. Mr. Rouse expects to build a grain elevator.

The receivership of the State Agency Company has been wound up by the distribution of a final cash dividend of $43,947. The report of the receiver, George C. Hitt, who has been in charge of the company since July 19, 1906, showed that the stockholders had been paid 90 per cent of all the cash they have paid for stock.

The convention of the National Wholesale Grocers' Association will be held in Indianapolis next year. This was decided at the convention in Louisville last month, when an invitation was extended by William L. O'Connor on behalf of the commercial bodies of this city.

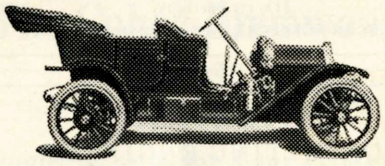
The Standard of Quality

"Willetts' Pies"

WILLETTS PIE COMPANY

Numbers 1414-16 North Senate Avenue

The Glide Auto Company's New Home



Great Western

30—$1600 Four Models

Number 25 West St. Clair Street

Modern Garage and Repair Shop. Distributors for the

Glide Automobiles

PHONE—OLD, MAIN 4173 PHONE—NEW 1906

Five Models——$2400 and $2500

Who's doing all this **Wind-Mill** and **Tank Business** in and about Indianapolis?

Flint & Walling Mfg. Co., through the efforts of G. E. Homsher, have sold nearly all of them. We build tanks, all sizes, all kinds and for all purposes. We equip suburban and country homes with water systems of the latest production. See the

Famous Hoosier and **Fast Mail Iron Pumps** and the **Renowned Hoosier Gasoline Engines** at 46 and 48 KENTUCKY AVENUE. BOTH PHONES.

All Souls' Unitarian congregation will build a new church as soon as the present building is razed at the corner of Fifteenth and Alabama streets. The new building will cost $25,000. The Rev. Frank S. C. Wicks is pastor of the church.

Commercial Club Members

The following new members have been elected by the Commercial Club:

Maurice Albrecht, dentist.
Charles E. Carriger, Fairbanks, Morse & Company.
Fred M. Choate, attorney.
D. J. McMahon, Hotel English.
Roy A. Potts, the Waverley Company, sales manager.
John C. Sage, Indianapolis Wire Bound Box Company.
S. D. Vinnedge, Duntley Manufacturing Company, manager.
E. A. Williams, Hibben-Hollweg Company, traveling salesman.
G. C. Hobson, Henderson Motor Sales Company, bookkeeper.
James Hodgson, Hodgson & Sons, contractor.
James A. Munchhof, furniture dealer.
Herbert Selig, merchant.
W. M. Swain, Indianapolis Calcium Light Company, proprietor.

THE MOTORCYCLE SUPREME
THOR GUS HABICH
No. 142 E. Washington St.
STATE DISTRIBUTORS

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
710 Majestic Building

The National Safe & Lock Co.
Manufacturers of All Kinds Fire-Proof and Burglar-Proof Vaults and Safes
Bargains in Second-hand Goods, Safe Deposit Boxes, etc
G. G. DERBYSHIRE, STATE AGENT
605 Indiana Trust Building

YOUR ACCOUNT WILL BE APPRECIATED
4% Paid FIDELITY TRUST COMPANY on Savings
Fire Insurance, Rentals, Real Estate
Fidelity Trust Co.
Phones 73 156-158 East Market Street
Act as Administrator, Executive, Guardian, Trustee

THE CRY HEARD AROUND THE WORLD
"SEND US MORE OVERLAND CARS"
Overland
It DOES NOT take a Daredevil TO DRIVE AN OVERLAND
BECAUSE it is SAFE, EASY TO CONTROL, SIMPLE AND POWERFUL WITH AMPLE COMFORT
$1,000 to $1,500—TRY, THEN BUY
The Overland Auto Company, Indianapolis

Estimates Furnished Work Guaranteed

John McGee

Wall Paper and Room Mouldings

New Phone 3300 364 MASSACHUSETTS AVE.

Robt. E. Springsteen

TAILOR

Suite 406 Odd Fellow Building

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES

New, 3134; Old, Main 6367

YOU DON'T NEED TO

BE AN INDIAN

TO ENJOY THE NEW

HIAWATHA CAFE

It's a new room for diners with some of the OLD conveniences and all of the NEW. The Happy Hunting Ground is nothing like this!
Bring your appetite, a moderate supply of Wampum and leave your tomahawk at home.

Service At Most Any Hour

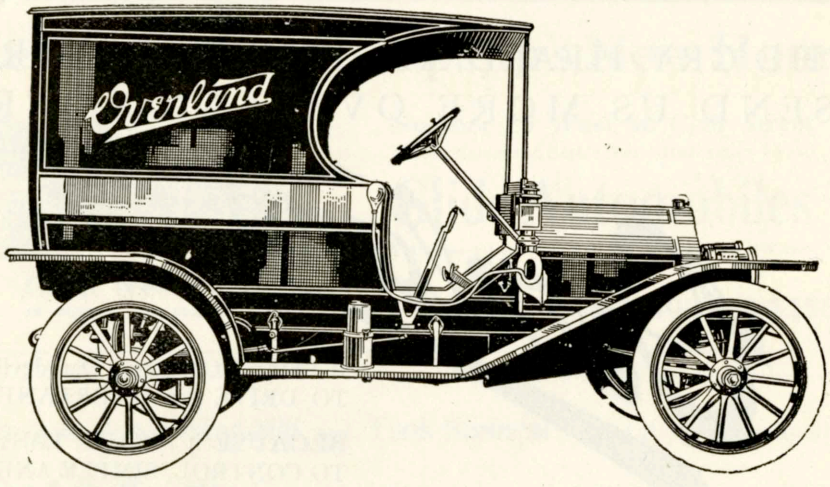
FOLLOW THE TRAIL TO THE

HOTEL KINGSTON

(Formerly the Circle Park)

Conducted by MRS. A. J. TRON

No. 35 Monument Place



Overland Delivery

Combining Reliability, Economy, Ease of Control and Carrying Capacity. 25-Horse-Power, 33x4 Tires. Carrying Capacity, 800 Pounds. Price, With Oil Lamps, $1,100

Fisher Automobile Company

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews
OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

IRON AND WIRE FENCES
CATALOG FREE HIGH GRADE FOR ALL PURPOSES

ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. Indianapolis, Ind.

Fred A. Gregory John J. Appel
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

The Marion Trust Company
INDIANAPOLIS
Pays Three Per Cent Interest on Savings

Cheap Gas and the City's Future

¶ The future of Indianapolis is a matter of concern to every citizen.

¶ The commercial organizations are advertising Indianapolis as an ideal home city, and one of the leading arguments advanced is that the city has sixty-cent gas.

¶ That is a decided advantage. Cheap gas will help Indianapolis grow.

¶ The Citizens Gas Company made cheap gas possible, and so long as the public stands by this company, Indianapolis will continue to have cheap gas—and to grow. It is a home company, and all of its directors and officers are entirely devoted to the interests of their city. The fact that high gas rates would help stunt the growth of the city would not prevent their restoration, if the Citizens Company were out of the way.

¶ The householder declares his attitude toward his city by the gas company he patronizes.

¶ Stand up for Indianapolis by using Citizens Gas Company products.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

STORE YOUR FURS

In a Cold Storage Apartment and Protect them from Hot Weather. Ideal Conditions are Found at the Plant of the

INDIANAPOLIS COLD STORAGE CO.

222 South Pennsylvania Street

Call Main 404 or New 758

LET US TELL YOU ABOUT IT

Sewell-Clapp Envelopes

Established 1875

In all the advertising field, nowhere can so much and so effective selling force be bought for so little money as when a few cents per thousand extra is paid for envelopes which, by their form or printing, compel attention and impress their message.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

617 Terminal Building—Phone Main 220

Ventilating Systems

Business Rooms—Hotels Restaurants

Exhaust Systems and Power Installations of All Kinds for Factories

W. H. Johnson & Son Co.

943-945 Fort Wayne Avenue

THE DAY IS WELL BEGUN BY READING

For it is THE DUTY OF EVERY MAN and WOMAN OF INTELLIGENCE to KNOW WHAT the WORLD IS DOING. The NEWS of TWENTY-FOUR HOURS is FOUND ACCURATELY and CONCISELY EVERY MORNING IN——

THE INDIANAPOLIS STAR

The Business Man's Noon Hour

Some men rest, others just fidget around during the noon hour

The average man can't go home at noon; it takes too long in the crowded and tedious street cars. So he goes to his club or cafe, continues to "sit around," smokes and stays indoors until time to go back to his desk.

He is not as rested and refreshed nor as well prepared for the second heat of the day's business race as the man who drives an Overland car. This motorman anticipates the noon hour with pleasure. It means something more to him than merely so much time to kill. He rests, gets a change; mixes recreation with necessities.

He jumps into his car, drives home, lets the fresh air rush through his lungs, his brain is cleared, his nerves steadied and the glow of health replaces the office pallor.

The man with an Overland gets in a little play and romp with the "kids" and eats with his wife at home.

He returns to his office revived and eager—instead of tired and restless. He gains an advantage over the man who just "loafed around" during noon hour

The Overland is an ideal car for the Business Man. It is all business. Made in a business-like, thorough, reliable and economical manner, and sold on sound business principles.

Out of the 22 Overland models you can fit your particular needs. It will save you money to buy of us.

It will give you a good reputation for being a progressive and a hustler. It is a sign of thrift and economy to drive an Overland.

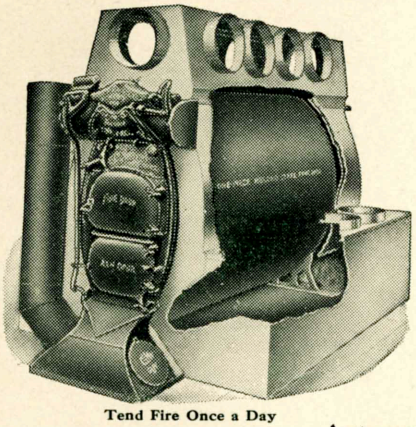
Think of the many profitable and pleasant ways in which you can put an Overland to work for you and your entire family—day and night—the year round. Our 20,000 Overland owners believe it costs more to do without a car once they Live Anew with it.

Get acquainted with the—

$775 Overland $1675

The Willys-Overland Co., Indianapolis—Toledo **The Fisher Auto Co., Indianapolis Agents**

HEAT WITH SANITATION



Tend Fire Once a Day

A house can be heated and ventilated at the same time; few, however, investigate the latter until too late.

THE

"FARQUAR"

SANITARY HEATING SYSTEM

Does Both—Let Us Prove It

ONE-PIECE WELDED FIRE-BOX

Absolutely imperforate—no leakage of gas, dust or poisons from the fire into the air supply.

Automatic Draft Control

Maintains uniform fire in all temperatures—no cogs or mechanism to get out of order.

Return Ventilating System

Insures constant flow of pure, fresh air in all the rooms throughout the house.

Farquar Furnace Co. of Indiana, 519-521 Mass. Ave.

Honestly—

—we are in exactly the same condition as the shoemaker's children who had to go barefooted.

This space was contracted for, and it was our intention to run a designed ad, but we have been so crowded making *Indeeco* guaranteed cuts for others that we could not get it out.

If you have seen the last number of *The Indeeco* you will know why. If not, ask us for a copy.

Keep Your Engraving Business in Indianapolis

Indianapolis Engraving & Electrotyping Company

341-349 East Market Street

FORWARD! MAGAZINE

COMMERCIAL CLUB : INDIANAPOLIS, IND.

I desire to help the "Forward!" Movement for Indianapolis. I am glad to do my part by subscribing to FORWARD! for one year from date, and send herewith subscription price, one dollar, for that period.

NAME _____

ADDRESS _____

DATE _____

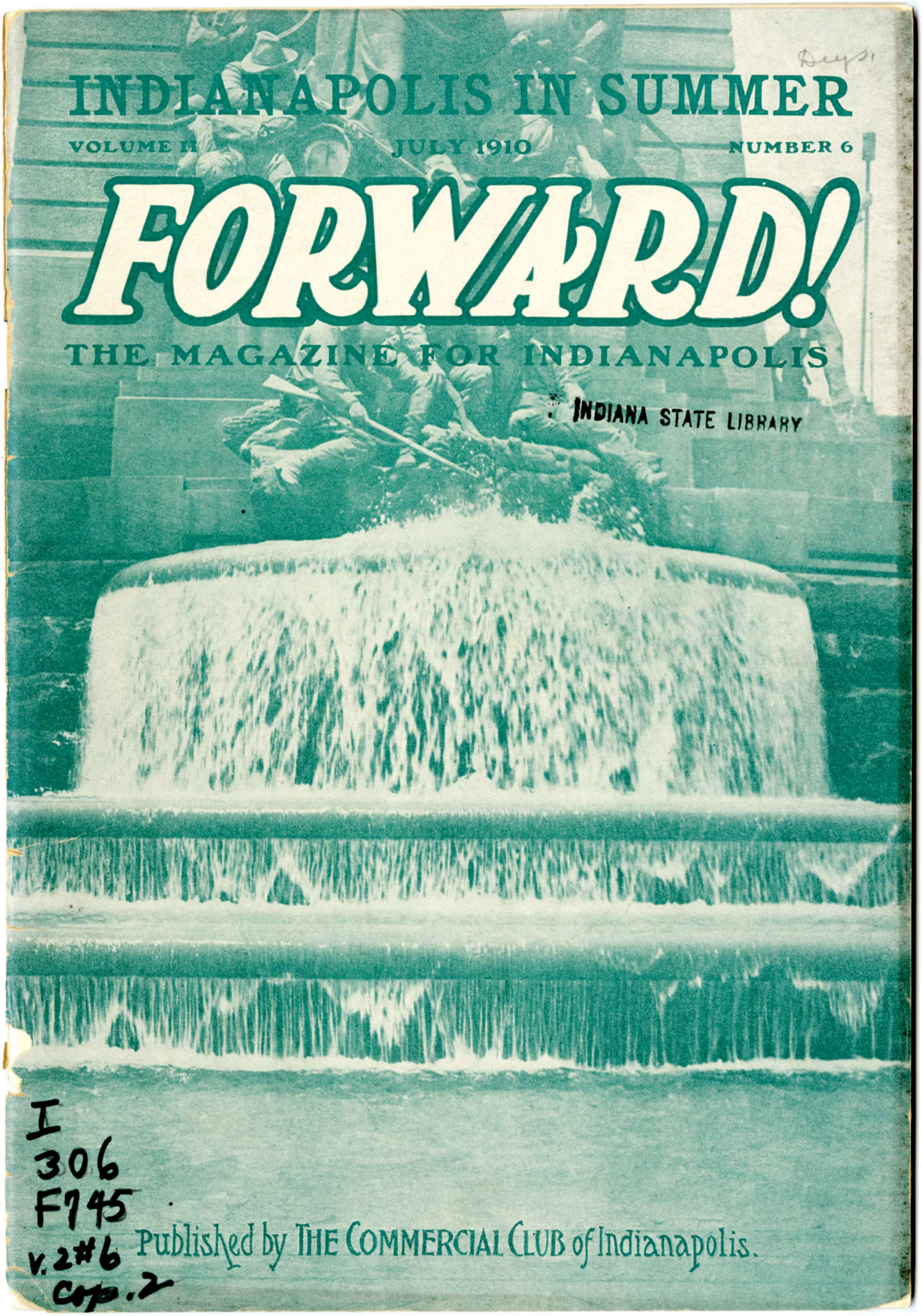
Do You Smoke?

Most men do—some don't. If you do, would you be willing to forego the pleasure of one of your cigars each month in order to boost Indianapolis into the "bigger and better" class? A good cigar costs ten cents. One each month for one year would cost $1.20. Keep the twenty cents and send the dollar.

If you don't smoke, so much the better. You've probably got the dollar and you won't have to forego the pleasure of the twelve cigars.

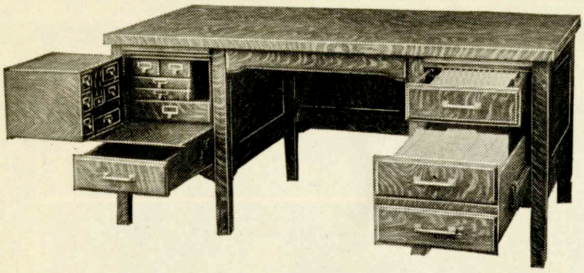
FORWARD! stands and is working for a "bigger and better" Indianapolis. That's the whole story. It is convinced that there are flocks of dollars that would put their power behind this movement, if the invitation were extended. This is the invitation:

Do It Now!


INDIANAPOLIS IN SUMMER
VOLUME II JULY 1910 NUMBER 6
FORWARD!
THE MAGAZINE FOR INDIANAPOLIS
INDIANA STATE LIBRARY
I
306
F745
v.2#6
cop.2
Published by THE COMMERCIAL CLUB of Indianapolis.

The Fall advertising campaign will be made effective by including FORWARD! *because it is* ***THE MAGAZINE FOR INDIANAPOLIS*** *and is given more careful attention by a larger number of responsible men and women than any other medium in Indianapolis. Every one of the 10,000 men who receive* FORWARD! *as well as the members of their households have* ***MONEY TO BUY WHAT THEY WANT.***

Ask the Commercial Club for Rates



Profitable Luxury

A FLAT TOP DESK WITH ALL OF THE ROLL TOP CONVENIENCES

The first impression of beauty is seconded by the substantial appearance. Its utility is literally an unfolding surprise. Letter-file, card-index drawers, pigeon-holes, book-stalls and other devices.

Every Convenience **Highest Grade**

To sell at $110.00; July introductory price, **$85.00**

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Outfitters and High Grade Printers* **Tels—Main 6776; New 1862**

TRY THESE on YOUR DESK

AT THE OFFICE—IN THE HOME

AND PUT YOURSELF IN INSTANT COMMUNICATION WITH **21,000** OTHER BELL TELEPHONES IN INDIANAPOLIS REACHING

NO LESS THAN 100,000 OF YOUR FELLOW CITIZENS

1,022,000 CONNECTIONS IN OHIO, INDIANA & ILLINOIS

BELL TOLL LINES REACH **5,150,000** TELEPHONES IN THE UNITED STATES

CENTRAL UNION TELEPHONE CO.

CENTRAL UNION TELEPHONE COMPANY — LOCAL AND LONG DISTANCE TELEPHONE — BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO.

PACKING, STORING & MOVING

OFFICE FURNITURE, SAFES AND HOUSEHOLD GOODS

Either Telephone 675

Up Town Office, Number 123 East Market Street

HOGAN TRANSFER & STORAGE CO

It's Just a Plain Business Proposition

¶ If we can give you every modern banking facility—

¶ If we can give you all the accommodations your business requires—

¶ If we can give you better Banking Service than you are now getting—

¶ You Owe it to Your Business to Carry Your Account With this Bank.

¶ We can show you that our service is *personal* service, if you will let us.

The Continental National Bank

18 North Meridian Street

GEO. F. QUICK, President
MORD CARTER, Vice-President
BRANDT C. DOWNEY, Cashier
A. H. TAYLOR, Assistant Cashier

FORWARD!

The Magazine for Indianapolis

Vol. II JULY, 1910 No. 6

Table of Contents

TWENTY-FIVE DOLLARS A WORD 164
INDIANAPOLIS IN SUMMER 165
YOUR CITY IN PARAGRAPHS 168
PROBLEMS IN CHARITIES ..... By Thomas C. Day 169
INDIANAPOLIS HOST TO FORTY NATIONS 170
BUYERS' MEET A SUCCESS 171
MEN OF THE MONTH 172–173
Drawings by C. B. Jackson
DISPLAY TYPE AND MUNICIPAL PROGRESS 174
INDIANAPOLIS AT NIGHT (Photographs) 176–177
JUNE EVENTS IN INDIANAPOLIS 178
ADDITION TO COMMERCIAL CLUB 179
SLOGANS OF THE CITIES 181
WHAT TRACK ELEVATION COSTS 182

DEPARTMENTS:

What They Say 184
Men and Affairs 185
Commercial Club Members 187
Coming Events 189
Business Briefs 189

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! 607 Majestic Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Don't Merely Say

"I want a brass bed" to your dealer. That is not the way to get a dependable one. The magic sesame in the purchase of a good brass bed is the expression "Laycock, Indianapolis." Say that and know what you are getting. Our goods are guaranteed and we are here to make our guarantee good.

The T. B. Laycock Mfg. Co.

Indianapolis, USA

Twenty-five Dollars a Word

THE Commercial Club of Indianapolis offers you $25 for one word—provided you have the right word. Colonel Roosevelt got a high price for his African experiences, but even he did not command the high price offered by the Commercial Club.

It's this way. The City of Indianapolis now has a system of street lighting second to none. It is the result of the efforts of many citizens and organizations. In this agitation the Commercial Club has taken an active part. It is proud of the new lights and desires the city to have all possible advantage from them.

With this in mind it has been decided to offer $25 to the man, woman or child who will suggest the word or phrase most appropriate in describing the new street lights. If it's one word so much the better. The $25 is yours. If it's two words, or three, the rate per word comes down, but you get the $25 just the same.

New York City has the Great White Way. Denver, Col., boasts the Great White Way. That's about enough of White Ways even for this great United States—so try something else.

The contest will be conducted through the FORWARD! Magazine, and it will announce the name of the winner. Three judges will be appointed by the President of the Commercial Club, the names subject to approval by the club's Board of Directors. Suggestions should be sent to the Contest Editor, the FORWARD! Magazine, Indianapolis, Ind. The contest will close Monday, July 25, and the winner's name will be published in the August FORWARD!

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

MERLE SIDENER, Manager

VOLUME II JULY 1910 NUMBER 6

INDIANAPOLIS IN SUMMER

INDIANAPOLIS in summer! Define it. Well, to begin, it's a delightful city of a thousand broad, shady streets. Within its borders or upon them may be found every sort of summer recreation listed in the railroad folders—and then some. Bathing beaches—two of them—golf links, canoeing, theaters, baseball, motorboating, band concerts, and the best of hotel accommodations. All these right at your fingers' ends. When you stop to think of it, the summer resorts of the north and east have nothing much else to offer except higher prices.

One delightful touch in the city's municipal plan is the flowing water at the Soldiers' and Sailors' Monument. Few cities have anything to equal these two cascades which spring from the east and west sides at the foot of the shaft. Here in the heart of a great city, surrounded by walls of brick and stone, and in the center of miles and miles of asphalt streets, flow two great streams, restful to the eye and grateful to the senses under the summer sun. The water as it falls from the two shelves is spread into thin sheets, which, catching the rays of the sun, take on the colors of the rainbow. Below, the two basins carry still further the suggestion of relief and pleasure.

For those who would swim there is ample opportunity—not at the monument, of course, but at the two splendid beaches constructed at Riverside and Broad Ripple. There's water by the acre, and at any depth! The great pool at Broad Ripple is a source of never-ending pleasure to those who make the trip to the suburb. The pool is situated near the banks of White River, a little north and east of Broad Ripple, in what was once White City. It is reached by the lines of the Indiana Union Traction Company, and the ride, over double tracks almost all the way, is well worth while.

The basin of the pool is of concrete, and on the floor is a thick layer of lake sand. This same sand is distributed generously along the banks of the pool, so that the swimmers have all of the advantages of lake bathing, with none of the

disadvantages. The pool deepens gradually, beginning with a few inches at one end and reaching nine feet at the other.

The Riverside beach differs somewhat in that a natural hollow in the earth forms the basin. This hollow has been deepened, and lake sand has been added there, also. As at Broad Ripple, the water is kept moving, and the depth is so graded that there is little danger of a swimmer getting caught unaware in water which he can not negotiate.

Riverside leans strongly to amusement features also, and each week there are specialties and music. Life guards are constantly watching at each of the beaches, ready to lend their aid to any one in distress.

Riverside park is close to Riverside beach, and in it may be found all of the advantages and beauties of the great out-of-doors. It is a beautifully sodded tract of land, with sufficient foliage to give shade and comfort to those who frequent it. Amusement features, not operated in connection with the park, although adjacent, attract many hundreds of people to them during each week. These amusements are of the regulation summer style, with merry-go-rounds, scenic railways and small shows as centers of attraction.

CANOES AT BROAD RIPPLE

Close at hand, also, is the golf links, one of the best courses in the state, and open to the public. Golf has an enthusiastic following in Indianapolis, and the course is constantly in use.

For those who desire to forsake their homes in the city absolutely during the summer, White River, near Broad Ripple, offers splendid natural advantages. The river at this point is broad, beautifully wooded and deep enough for any sort of

boating. This section has appealed strongly to Indianapolis citizens and is growing more popular each year. There is at this time a veritable summer colony along the banks. It is possible to camp there, or, if preferred, to lease or build summer cottages. There are many of these structures, some of them as pretentious as some downtown homes.

BROAD RIPPLE BEACH

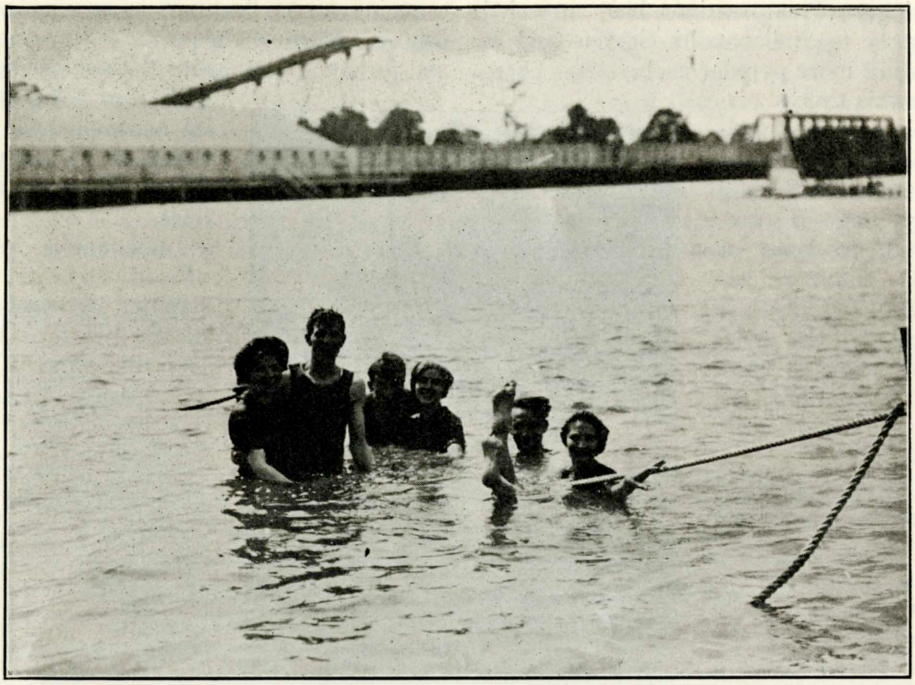
The pleasures of these cottagers are varied, and are not outclassed by the expensive resorts at the other end of some railroad line. At least this is the opinion of those who have lived there or have been entertained there by hospitable friends.

There is no prettier stretch along White River than at this point, and advantage is taken of the opportunity for canoeing, motor-boating, swimming and fishing. Many of the residents come back and forth to Indianapolis to their business daily, this being easily accomplished by means of the Indiana Union Traction lines.

Indianapolis has offered splendid summer amusements in the heart of the city this year. The new Murat theater has housed one of the best stock companies ever seen west of New York, and the enterprise has been successful. The theater is kept delightfully cool by means of a refrigerating system. This feature, added to the merit of the performance, has served to add greatly to the summer pleasures.

Vaudeville at the Grand Opera House continued until late in the summer, and the Park Theater has offered a stock com-

BROAD RIPPLE SUMMER HOMES



IN THE POOL AT RIVERSIDE

pany, the performances having run from the end of the regular season into July.

Another summer event was the opening of the German House garden to the public recently. The Innes Orchestral Band played an engagement of one week there, during which, with the exception of the first night, the public was admitted. Clubs with their roof gardens and the automobile excursions each afternoon and evening contribute their share toward making Indianapolis in summer an excellent place in which to find rest, pleasure and recreation.

YOUR CITY IN PARAGRAPHS

Indianapolis was incorporated as a town September 3, 1832.

In 1836 its first charter was granted by the Legislature.

Another charter was granted by the legislature in 1847 and its acceptance was left to the vote of the people. Indianapolis then had a population of 6,000, of which only 468 voted. The charter was accepted by a vote of 449 to 19.

In 1891 the General Assembly gave to Indianapolis a special charter, under which the "Federal plan" of city government was inaugurated. With a few changes this charter exists today.

PROBLEMS IN CHARITIES

APPEALS BASED UPON SUFFERINGS OF CHILDREN PREDOMINATE IN PLANS FOR ORGANIZED RELIEF

BY

THOMAS C. DAY

Chairman Committee on Benevolent Associations

THE Commercial Club committee on benevolent associations has been looking into the benevolent enterprises of the city and has made a careful investigation of organizations and persons soliciting funds from the public for the conduct of the eleemosynary enterprises they represent. The investigations of the committee afford valuable information on the situation and also some curious side-lights as to methods pursued and persons engaged in charitable work.

THIRTY ARE APPROVED

Of the associations investigated thirty have been approved by the committee. Four were disapproved and five are being further investigated.

Cards have been issued to the solicitors of all the associations so approved, commending them to the public as properly authorized persons to solicit funds for the causes stated on the cards. Twelve of these are associations for the rescue of children found in immoral or insanitary conditions, or where parents or guardians, from poverty or other causes, are unable properly to care for them. Two are associations of colored people.

Four organizations are shelters or homes for girls and young women, emphasizing the service they propose to give to young women from country towns seeking employment in the city, or such as may be without friends or money. There are two colored associations having a similar object.

Several organizations propose to give temporary shelter to men who are stranded in the city or are incapable of properly caring for themselves through illness, poverty or vicious habits. These movements are generally associated with reformative or religious enterprises.

The committee is impressed with the large number of associations looking to the rescue, support and care of poor, dependent or neglected children. The interest shown in behalf of children testifies to two things. First, to the actual sufferings of little children of poor and vicious parents and the sad limitations and griefs falling to the lot of children of neglectful or dissipated parents. Second, the strong hold such children have gained upon the sympathies of the public. This is also shown from the fact that two-thirds of the cases of fraud and imposition practiced upon the public are professed schemes to do something helpful for suffering children. Without pursuing the analysis further the committee is impressed with the desire to see some movement inaugurated looking to the consolidation of some of the associations whose purpose and activities cover practically the same ground.

DIFFER IN MINOR DETAILS

Points wherein they differ are generally in minor details. They seek largely the same ends and appeal for the support of the same public. The merging of two or three of these into one would secure a more compact organization and afford more thorough service, and, besides this, the public would not be confused by so many associations of similar character. Instead, the public would have a clearer idea of the scope of the work, and would be more liberal in contributing to its support.

The committee is further impressed with the fact of the too evident financial

struggle worthy enterprises are making in order to render the service expected of them or planned for them. All the ingenuity of the officers and directors is summoned from time to time to plan so that the needs of the associations under their care may be so set before the public that adequate means may be contributed to enable them to keep out of debt.

Indeed, so demanding and tiresome has the necessity for raising adequate funds become that in many instances men and women whose hearts are in the work and who would love to be useful in helping needy humanity through some of the benevolent organizations of the city, have been driven to refuse to become members of the board of directors, or resign if they have been members heretofore, because of the obligation laid upon them to go out begging for funds.

It should not be assumed, however, that this candid statement of a fact, currently admitted among us in private, is an indictment of the people of this community for coldness or lack of sympathy. On the contrary it is to point out a defect in our system or methods which cries out for a remedy. Our city has been a pioneer in solving some knotty problems in the bestowing of charity and we may hopefully look for an early solution of this further problem which is presented for our consideration.

INDIANAPOLIS HOST TO FORTY NATIONS

FORTY foreign governments will be represented in Indianapolis when the delegates to the International Prison Congress visit this city Monday, September 26. The promised visit is to be made in connection with the meeting of the congress in Washington, D. C., beginning Septemper 17. The delegates will assemble there and will on the following day be taken on a special train as guests of the United States government on a tour through the east and middle west. They will return to Washington September 28.

Indianapolis is interested in the coming of the delegates not only because the city is to be thus honored, but because Amos W. Butler, of Indianapolis, is president of the American Prison Association and is doing all in his power to make the time spent here by the delegates profitable as well as interesting. In this endeavor he is being assisted by the various civic and commercial organizations of Indianapolis.

It is not known exactly how many visitors will be here, but several of the forty governments have announced that they will send four and five delegates each. The special train bearing the visitors will leave Chicago Sunday evening, September 25, and will arrive in Indianapolis the following morning. Breakfast will be served and the delegates will then be the guests of the city and state during the day. Many of the city's institutions will be visited and all points of general interest will be shown. The following day the delegates will spend in Louisville and at the Reformatory at Jeffersonville.

Mr. Butler has received a list of committees appointed by the Indianapolis organizations to assist in planning the entertainment. These committees are as follows: Commercial Club, John E. Hollett, Sol S. Kiser and Franklin Vonnegut; Board of Trade, Dr. Joseph H. Taylor, James M. Mueller, John H. Holliday, H. U. Brown and Dr. John Kolmer; Clearing House Association, J. H. Holliday, with power to appoint others; Manufacturers' Association, W. D. Allison, William Helfenberger, F. C. Jordan and John H. Furnas; Indianapolis Trade Association, G. A. Schnull, J. K. Lilly, T. B. Laycock, Joseph A. McGowan and J. I. Holcomb; Board of State Charities, Demarchus C. Brown, John H. Holliday and W. H. Eichhorn, the latter of Bluffton.

In order to make the visit of the dele-

gates pleasant and profitable, the local committees have decided to send a representative to meet the special train three or four days in advance. It will be this representative's duty to ascertain the likes or dislikes of the various members of the party. He will learn just what each would like to do and see, and the program thus indicated will be followed as nearly as possible.

John E. Hollett has written a sketch of Indianapolis which will be included in a handbook, being prepared in New York, for the visiting delegates. The book will contain a wide assortment of information concerning the various cities to be visited.

BUYERS' MEET A SUCCESS

This city was visited last month by about 6,500 retail merchants who would probably not have come but for the efforts of the Indianapolis Trade Association. This organization advertised a buyers' entertainment for three days of the week during which time the aviation exhibitions were given at the Speedway. Free entertainments were offered as an inducement to retail merchants to come to market that week, and they came. They came in such numbers, in fact, that even the trade association managers were confused.

Free admissions were provided for the visitors at a baseball game at Washington Park, at the aviation exhibition, at the Hippodrome and on the final night an elaborate concert and smoker were given on the roof garden of the Maennerchor Building. Every possible courtesy was extended to the visitors, and Indianapolis was thereby very favorably advertised. The retail merchants came from all over Indiana, and from the adjoining states, and they were loud in their praise of the treatment they received at the hands of Indianapolis citizens.

The work of the trade association will be of great benefit to Indianapolis, in addition to benefiting the individual members of that organization. Indianapolis has many natural advantages as a wholesale and manufacturing market, and any movement looking to the giving of publicity to these advantages, deserves the hearty support of the entire city. Indianapolis is rapidly awakening to a realization of her own power and her proper position commercially. Conservative business men have recently declared that the commercial advancement of this city during the next decade, will surpass that of any previous quarter of a century in the city's history.

A new spirit has been born in Indianapolis. The city itself is perhaps no different, but the change is in the fact that the citizens in general are taking more interest in civic affairs. One evidence of this is the constant growth of the Commercial Club membership, which has made necessary the proposed enlargement of the club's quarters. Other commercial organizations are enjoying a similar increase in interest.

Fountain Square Alight

Not to be outdone by the downtown merchants, the business men of Fountain Square have come to the front with new street lights, a revival of business activity and genuine enthusiasm. The lights which they have installed are of the same pattern as those on the principal business streets, and they make Fountain Square and vicinity a veritable garden at night. The lights extend along Prospect and Shelby streets.

The new order of things was inaugurated Thursday evening, June 16, when there were speeches, music and entertainment. Mayor Shank and Former Mayor C. A. Bookwalter addressed the residents and congratulated them upon the evidences of their civic progress.

MEN OF THE MONTH

A mere ten-story building looked dinky to Ralph A. Lemcke when he laid plans for the Lemcke Annex. "While we're at it we'll build a good one," he said, or something similar. The outcome is the Lemcke Annex as announced and now preparing to rise—a fifteen-story building which will overshadow and overtop every other building in Indianapolis. Its only competitor will be the Soldiers' and Sailors' Monument and there will be no rivalry there. It's some honor to plan and construct the tallest building in Indianapolis, but Mr. Lemcke is taking his honors easily. When some one else builds a twenty-story building it's just like him to add ten to the Annex. Hope he does.

If you had strolled into the Big Four station at Rushville some years back and had suggested to the agent, there in charge, that before long the traction lines would be giving the steam-roads a run for their money, you'd have had an argument on your hands. M. E. Graston would have laughed at interurban competition then and no less so when he was station agent for the Big Four at Wabash. But since then, he has seen a light. Perhaps it was the headlight of the Indiana Union Traction Company. He has served this company as district passenger and freight agent for five years and has now been made general manager of the Indianapolis, Newcastle and Toledo Traction Co.

John F. Speer's paper before the Milwaukee convention of the Associated Advertising Clubs of America, Central Division, was so good that the convention promptly elected the author treasurer of the division, which includes many of the central states. Now the odd part of it is that Mr. Speer is not the new treasurer. On the contrary the honor belongs to W. W. Hudson, advertising manager for the Waverley Company and president of the Indianapolis Adscript Club. Mr. Hudson was unable to go to Milwaukee, so he entrusted his paper and his reputation to Mr. Speer. Mr. Speer made good. His eloquence, coupled with the thought embodied in the address landed a high office for the author.

MEN OF THE MONTH

Forty years ago John Q. Hicks asked the Big Four Railroad for a job and got it. We haven't asked Mr. Hicks about this, but the chances are that the railroad company wasn't sending out for young men then any more than it is now. Well, anyway, Mr. Hicks got his job and what is more to the point he held it. Day after day, week after week and so on into the years he held that job. The years have grown into forty and have found him on the job as city freight agent. Now the nice part of it is that the railroad company appreciates it. They have said "That's enough, John. You take a rest and enjoy yourself the balance of your life." And the company backed its order with a good pension.

When there's a position open in the American Institute of Banking that requires a clear head and executive ability the members elect Brandt C. Downey. He's held almost all of the jobs in the institute and the latest is the chairmanship of the executive council. How's that? Holding these positions is easy as pie for Mr. Downey. Any one who can be cashier of a bank, successfully, can get away with most everything else that comes his way. Mr. Downey is that—a successful cashier. If you doubt it in the least, drop in the Continental National Bank and let him make you welcome (as he always does) or try to put one over on him (which you never can).

William H. Fox knows art from A to Z. It became necessary to have an A to Z man as assistant to the director of the International Art Exhibit which is to be held in Rome, Italy, and Mr. Fox was chosen for the place without hesitation. For several years he has been director of the Herron Art Institute and in many ways has added to the culture of the city. He was especially active in procuring for Indianapolis the opportunity of housing the Saint Gaudens collection of statuary, one of the most notable educational displays of the art world in recent years. He not only brought it here, but made the exhibition successful. He has resigned at the institute, and his resignation has been accepted with deep regret.

DISPLAY TYPE AND MUNICIPAL PROGRESS

"WHAT Providence needs more than anything else," said a large advertiser at a recent meeting of a Providence business organization, "is a first-class advertising man."

The statement was made as a "follow-up" to various stories by others illustrating the ignorance of Providence's industrial importance and residential advantages which prevails in other sections of the country, says the Providence (R. I.) Journal. And instead of exciting surprise, it met with thorough approval from his audience.

A DREAM REALIZED

A dozen years ago the notion of a city's advertising its advantages would have been greeted in most quarters as a wild and useless dream. Various boomers, to be sure, were working real estate propositions through the advertising columns of the newspapers and magazines. But modern "boosting," meaning general publicity for a city exactly as many manufacturers endeavor to create markets for their products, had hardly been thought of. Now the city which is not doing it, in one form or another, is rapidly being lost in the competitive shuffle.

A recent issue of a Western magazine carried eighty advertisements of cities or counties, most of them general publicity announcements with no real estate propositions attached. The magazine, to be sure, is one that is devoted largely to promoting the welfare of a section of the southwest, but the number of these advertisements is typical.

Within the past two or three years cities have begun advertising their virtues in the general magazines. Several western cities are represented in the issues of the current month, and the number which are spending money in this way is growing steadily.

One city, St. Paul, makes a direct municipal appropriation of $12,000 a year to a special bureau, under the direction of the Chamber of Commerce, to be used for exploitation purely. A director of publicity had the spending of this sum in charge and reported that last year he spent $11,744.91, getting for the city of St. Paul publicity which he estimated as worth, at advertising rates, had it all been paid for, the tidy sum of $1,188,067.

Most cities, however, still rely on their associations of business men, though some, like Norfolk, Va., make a more or less direct appropriation to further the work of these private organizations.

Portland, Ore., which has adopted the nickname of "The Rose City," has for some time been advertising widely, using the following catch line for its announcements: "Wall street has decreed that Portland is to be the big city of the Pacific coast and is pouring its millions into Oregon for development."

Galveston, El Paso and other cities have been notably active, El Paso securing its widely heralded visit from the president some time ago as the result of the boosting program.

THE DES MOINES PLAN

Des Moines, Iowa, has recently gone into the advertising game on a scale equalled by few American cities. In view of the general interest in the subject among business men, a brief description of its methods will be worth while.

For the past three years the Greater Des Moines committee has been working out a boost programme, not for the sake of booming the city, but of seeing that its possibilities were made familiar to the people of the country. An immense amount of work was done before definite newspaper and magazine advertising was attempted.

When this committee felt that the time had come to begin such a campaign, it invited one or two magazine publicity men to speak to the business men, and

then put the entire affair into the hands of an advertising agency. It did not stop with that, however, but continued to cooperate with the agency, to produce the best advertisements that could be built for the sake of setting forth the advantages of the city.

The committee was divided into six groups, each group in charge of a leader, and commissioned to prepare one large advertisement for publication in the magazines. These different advertisements are to be submitted to the entire committee, and the best ideas for all of them taken for one advertisement or series of advertisements.

Its first big advertisement occupied two pages of a popular weekly, featuring "Des Moines, City of Certainties," as its catch phrase, although it had previously adopted the slogan "Des Moines Does Things." The "certainty" idea is to be carried through the entire series, "Des Moines Certainty Talks" being the general title for the series now running.

Des Moines was in good position to begin such a campaign, because it had already secured the best kind of preliminary advertising through its adoption of the commission form of government, originating what came to be known as the "Des Moines plan." Galveston had previously done the same thing, but although the Des Moines charter was not unlike that of the Texas city its business men were shrewd enough to see that if the name of their own city could be tacked to it, much valuable publicity would result.

And this illustrates the fact that municipal advertising is of many kinds. Publicity of the best sort is by no means confined to direct magazine advertising when general publicity alone is wanted. Everything that will bring the name and fame of the place before the people of the country is of the utmost value. For this reason various cities, following the example of Milwaukee, have exerted every effort to attract conventions. Others have held expositions, from those of national importance like Buffalo's, Norfolk's, Seattle's and others, to more or less local industrial exhibits.

"MOTHER" STREIGHT'S GIFT

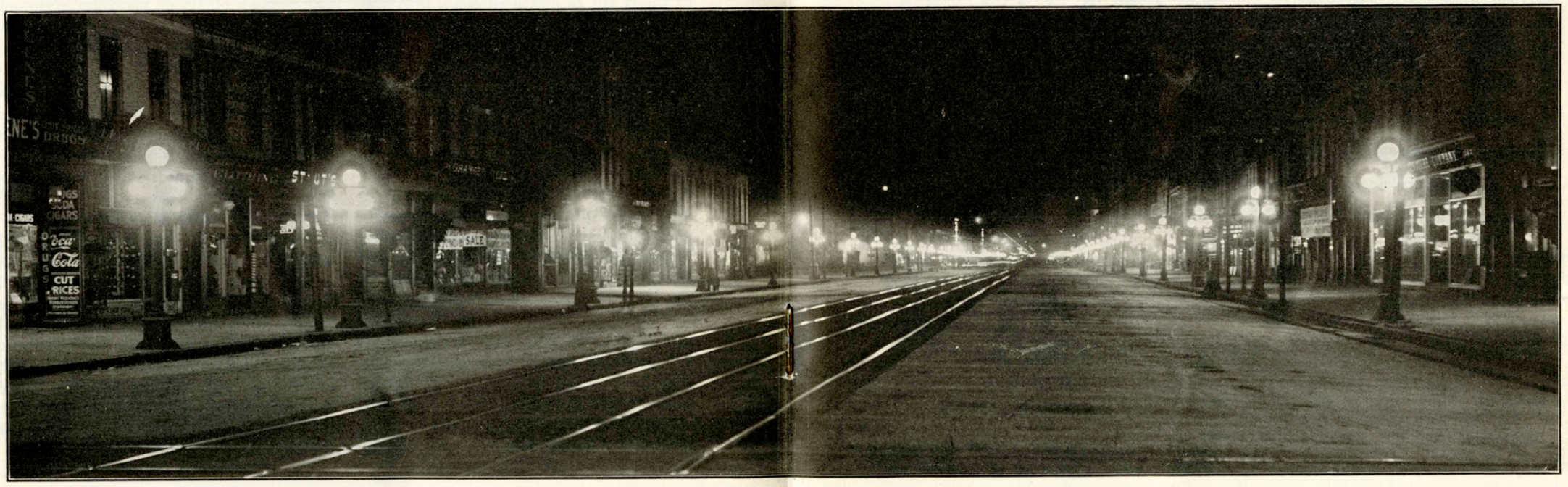
As a last act in a noble life, Mrs. Lovina Streight, familiarly known as "Mother" Streight, made it possible for the city of Indianapolis to secure the Streight homestead at 4121 East Washington street as a place of refuge for aged and infirm persons. The death of Mrs. Streight removed a woman widely known and loved by the comrades and friends of her late husband, Gen. A. D. Streight. For years these men have gathered annually at the Streight homestead in reunion and have been welcomed by "Mother" Streight. It is also her wish that this custom be followed in the future. There are fifteen acres of ground surrounding the house, the whole being left in the custody of two trustees, Thomas L. Thompson and William N. Thompson. It is provided that the city may take over the property if it agrees to carry out the provisions of her will regarding supervision and maintenance.

Salaries Increased

An increase in salary of $9,000 per year was voted to the school teachers in grades 1A to 6 by the Board of School Commissioners recently. This increase affects from 160 to 170 teachers and raises the maximum $50 in each of those grades. This increase is in line with other increases granted by the board tending toward the establishment of a higher general plan of compensation for the city's teachers.

INDIANAPOLIS AT NIGHT, AS SHOWN BY THE NEW SYSTEM OF STREET LIGHTS

MASSACHUSETTS AVENUE, LOOKING NORTHEAST; LIGHTED BY THE INDIANAPOLIS LIGHT AND HEAT COMPANY



WASHINGTON STREET, LOOKING EAST; LIGHTED BY THE MERCHANTS' HEAT AND LIGHT COMPANY

JUNE EVENTS IN INDIANAPOLIS

Lemcke Annex, fifteen story building, to be built on Pennsylvania street adjoining Lemcke building.

Mrs. Lovina Streight, "Mother" of Fifty-first regiment, dies, making it possible for Indianapolis to obtain her home as retreat for aged.

Children's Aid Association visits moving picture theaters and advocates censorship.

Flag day observed in Indianapolis.

St. John's Academy celebrates golden jubilee.

Indianapolis Hippodrome gives first performance.

New Theater Company of New York plays in Indianapolis.

Board of Trade re-elects Aquilla Q. Jones as president.

Shortridge and Manual Training High Schools graduate 439 students.

Indianapolis Trade Association entertains approximately 6,500 Indiana buyers.

Thomas Madden, former city official, dies.

School board establishes summer vocational schools.

Wright aeroplanes break records for altitude, going 4,938 feet high during aviation meet at Motor Speedway.

Mayor McCarthy of San Francisco, injured here, goes home after ten days in hospital.

Fountain Square merchants turn on new street lights and celebrate.

Cross-town street car lines are urged.

Salaries of Indianapolis school teachers raised $9,000.

Petition seeking dredging of Fall Creek is withdrawn.

Commercial Club announces plan for adding another floor to its quarters and other improvements.

Board of Health names W. F. Koepper plumbing inspector.

National Brotherhood of Bookbinders may move headquarters from New York to Indianapolis.

Summer Mission for Sick Children and Fresh Air Mission at Cheeryvale open for summer.

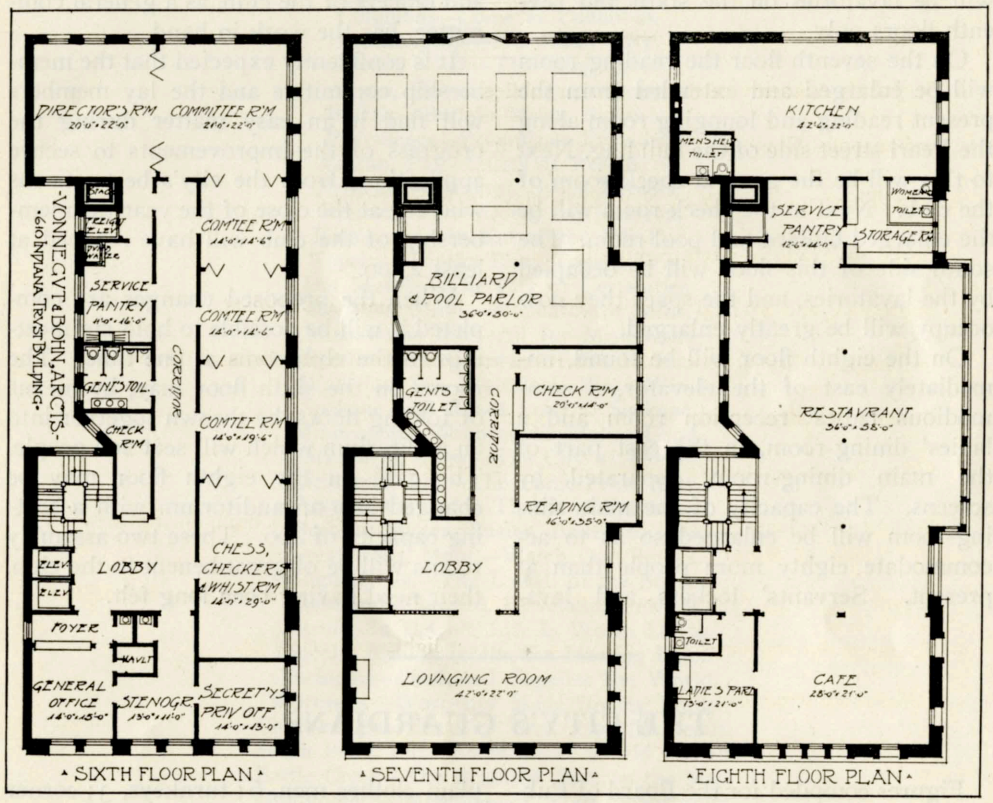
Model camp established for one week at Fort Harrison.

Barber's ordinance held invalid in circuit court.

Mayor Shank names board of three to audit city's accounts.

ADDITION TO COMMERCIAL CLUB

Constantly growing membership has compelled for the third time in five years extensive alterations at the Commercial Club to provide more room and accommodations for the members. During this period the membership has increased from 840 to 1,790. The improvements the best that could be made under the circumstances. It seems to be the opinion of the majority of the members that the present location is much more preferable than any other they could secure, therefore the idea of purchasing or erecting a building elsewhere is for the present



AS THE CLUB ROOMS WILL BE

which are now to be made include the addition of another entire floor—the sixth—of the building to the club rooms. Various changes will also be made on the two floors now occupied.

Every effort was made by the committee in charge and the directors to purchase outright or lease the property adjoining the club on the south. It being found impossible to do this, the committee believed that these changes would be abandoned, and the temporary improvements will be made as soon as the work can be begun, certainly within the next three or four weeks, and completed not later than October 1, possibly much earlier.

The general office, secretary's office and stenographer's office will be on the sixth floor. Adjoining the secretary's office, room 603, along Pearl street side, will be found the chess, checkers and

whist room; next to this begin the committee rooms, five in number, including the directors' room, which will be located in the southwest corner of the building on the sixth floor. On this floor an electric dumb-waiter service will be installed for the service of lunches in the directors' and committee rooms. Also a special service room where supplies such as dishes, linen, etc., will be stored. There will be lavatories on the sixth and seventh floors only.

On the seventh floor the reading room will be enlarged and extended from the present reading and lounging room along the Pearl street side of the building. Next to this will be the general check room of the club. Next to the check room will be the enlarged billiard and pool room. The south side of this floor will be occupied by the lavatories, and the space they now occupy will be greatly enlarged.

On the eighth floor will be found, immediately east of the elevator, a commodious ladies' reception room and a ladies' dining-room, in the east part of the main dining-room, separated by screens. The capacity of the main dining-room will be enlarged so as to accommodate eighty more people than at present. Servants' lockers and lavatories and a commodious pantry will be installed on the eighth floor; and the kitchen, which has been inadequate, will be enlarged and rearranged.

It will be necessary to close the café during the process of improvements, announcement of which will be made in due time by the house committee, which, with the assistance of the club architects, Vonnegut and Bohn, the secretary and officers of the club, as a general committee, has the work in hand.

It is confidently expected that the membership committee and the lay members will find it an easy matter during the progress of the improvements to secure applications from the city's best citizens whereby at the close of the year the membership of the club will have reached at least 2,500.

When the proposed changes are completed it will be possible to hold six meetings in the clubrooms at one time. The rooms on the sixth floor may, by means of folding doors, be thrown together into an auditorium which will seat 200 people. The café on the eighth floor may be changed into an auditorium with a seating capacity of 400. These two assembly rooms will be of great benefit to the club, their need having been long felt.

THE CITY'S GUARDIANS

Figures compiled for the Board of Public Safety by John B. Wood, clerk, show that 620 men are employed in policing and protecting the city of Indianapolis. Of these, 347 are employed in the police department and 273 in the fire department. This list includes the recent addition of fifty men to the police department.

The police department is divided as follows: Superintendent, 1; captains, 4; lieutenants, 5; sergeants, 20; detectives, 17; miscellaneous employes, including matrons, entitled to participate in the pension fund, 10; bicycle officers, 28; plain clothes men, 6; turnkeys, 3; corner officers, 17; desk patrolmen, 8; miscellaneous employes, not entitled to participate in the pension fund, 15; patrolmen, detailed to Indiana National Bank and Park Theater, 2; patrolmen, including mounted officers, 211.

In the fire department the list comprises the following: Chief, 1; assistant chiefs, 3; superintendent and foreman of fire alarm system, 2; clerk, 1; captains, 37; lieutenants, 42; engineers, 11; substitute firemen, 23, and regular firemen, 153.

SLOGANS OF THE CITIES

Chicago—I Will.
Baltimore—I Lead.
Atlanta—The Gate City.
St. Louis—To the Front.
Omaha—The Market Town.
Milwaukee—A Bright Spot.
Tacoma—You'll Like Tacoma.
Portland, Ore.—The Rose City.
Knoxville—Now, All Together.
Columbus—Come to Columbus.
Indianapolis—No Mean City.
Minot, N. D.—The Magic City.
Akron, O.—City of Opportunity.
Buffalo—Buffalo Means Business.
Providence—Providence Provides.
Easton, Pa.—A City of Resources.
Syracuse—Syracuse Spells Success.
Denison, Tex.—Doing for Denison.
Kalamazoo—In Kalamazoo We Do.
Topeka—Topeka Kan., Topeka Will.
Des Moines—The City of Certainties.
Mankato, Minn.—Mankato for Mine.
Mishawaka, Ind.—All for Mishawaka.
Seattle—The Gateway of the Pacific.
Waterloo, Ia.—Waterloo's Ways Win.
Spokane—All Roads Lead to Spokane.
Minneapolis—Minneapolis Makes Good.
Springfield, Mass.—The City of Homes.
Richmond, Ind.—The Panic-Proof City.
Dayton—City of a Thousand Factories.
Boston—Bigger, Busier, Better Boston.
Great Falls, Mont.—Watch Our Smoke.
Augusta, Ga.—The Lowell of the South.
Cleveland—Onward, Cleveland, Onward.
Detroit—In Detroit, Life Is Worth Living.
Lincoln, Neb.—Lincoln, the Meeting Place.
Cincinnati—Cincinnati Supplies the World.
Worcester—Worcester Made Invites Trade.
Chattanooga—The City That Pays Dividends.
South Bend, Ind.—South Bend, World Famed.
Battle Creek—The Brightest Spot on the Map.
Montgomery—Montgomery, Your Opportunity.
Ft. Wayne—Ft. Wayne With Might and Main.
Erie, Pa.—Erie First, Last and All the Time.
Colorado Springs—She Sits Forever in the Sun.
Harrisburg—Industry, Contentment and Beauty.
Duluth, Minn.—The Venus of the Unsalted Seas.
Barbourville, Ky.—Queen City of the Mountains.
Walla Walla, Wash.—What Walla Wants Is You.
Lansing, Mich.—Larger, Livelier, Lovelier Lansing.
Muscatine, Ia.—Come, Blow Your Whistle With Us.
El Paso, Tex.—El Paso the Pass; Don't Pass El Paso.
Schenectady—Schenectady Lights and Hauls the World.
Beaumont, Tex.—Busy Beaumont, Always Up and Doing.
Oregon Development League—Oregon Is the Place for You.
Williamsport, Pa.—Solid as a Rock; Growing Every Minute.
Wellsboro, Pa.—Where Beauty and Industry Go Hand in Hand.
Grand Forks, N. D.—In Grand Forks Health and Wealth Await You.

WHAT TRACK ELEVATION COSTS

Mayor Shank is authority for the statement that track elevation in Indianapolis has already cost $1,100,000 and that it will require an expenditure of $22,000,000 more to complete the work.

These figures were announced by the mayor before the Indiana Municipal League meeting at Richmond. It is the mayor's belief that the railroads are not paying a fair percentage of the cost of track elevation, and he favored strongly the enactment of such legislation as will make it possible for the city to have larger powers in track elevation.

In no other Indiana city, said Mayor Shank, is the problem of track elevation so important as in Indianapolis. He added that the division of the cost between the city and the railroads was next in importance.

In the work that has been completed he said the city had paid about 25 per cent. of the cost and the railroads 75 per cent. Complete track elevation in Indianapolis would cost, he said, as follows, the figures having been furnished by H. W. Klausmann, city engineer:

Completing elevation from New York street to Prospect street, Belt tracks, already ordered, $665,000.

Union tracks from Kentucky avenue to East Washington street, including the cost of changing Pogues Run into a sewer, $4,000,000.

Completing elevation of Belt tracks around the city, $3,000,000.

Cincinnati division, Big Four, Union to Belt tracks, $3,000,000.

Pennsylvania and C., H. & D. tracks, Union to Belt tracks, $3,000,000.

Big Four and Lake Erie & Western tracks, East Washington street and Massachusetts avenue, $1,500,000.

Indianapolis division, Big Four, Massachusetts avenue to Brightwood, $1,500,000.

Lake Erie & Western and the Monon tracks, Massachusetts avenue to Thirtieth street, $2,000,000.

Peoria & Eastern and the Indianapolis, Decatur & Western tracks, West Washington street to Tibbs avenue, $1,000,000.

Indianapolis & Vincennes tracks, Kentucky avenue to Belt tracks, $1,000,000.

Pennsylvania tracks (J., M. & I.), Union tracks to Belt tracks, $1,500,000.

In his Richmond address Mayor Shank said in part: "There appears to be no valid reason why the railroad companies should be compelled to bear the entire cost of elevating the tracks either in Indianapolis or in any other city of the state or nation. There seems to be no legitimate reason why the people should not assist in this work to a limited extent. It is safe to say that 16 per cent. of the total benefits to be derived from track elevation in a city like Indianapolis will accrue directly to the people themselves in increased facility for travel and in safety to life, hitherto sacrificed on grade crossings. In the case of Indianapolis, at least, the coming session of the legislature must give the city broader rights in compelling the railway corporations to go forward with the work."

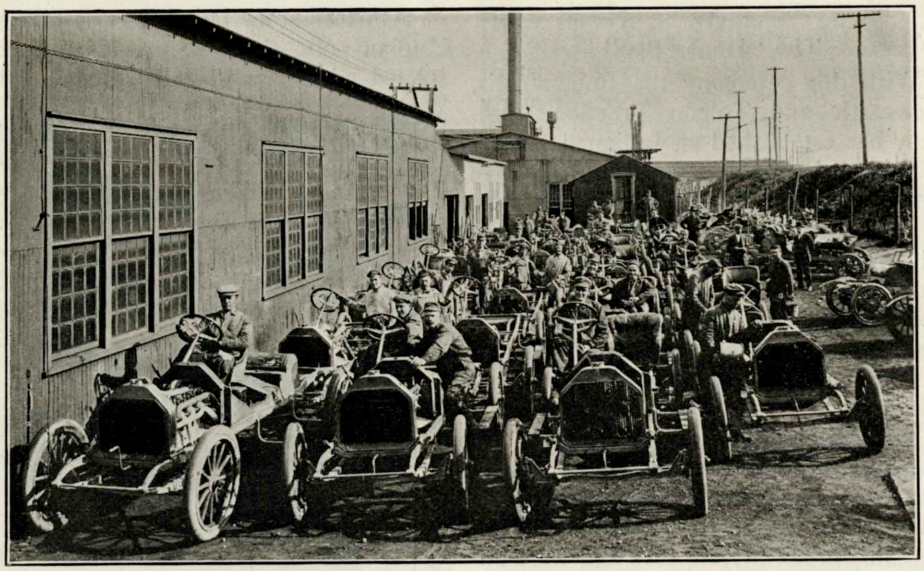
AN IMPROMPTU RECEPTION

When it comes to boosting Indianapolis, Will H. Brown, vice-president of the Overland Automobile Company, has established his reputation as a leader. Recently when Brandt C. Downey, cashier of the Continental National Bank, received word on short notice that 125 bankers would visit Indianapolis for a few hours he called upon Mr. Brown to help him entertain them. The Overland factory is swamped with orders for cars, but Mr. Brown showed his civic spirit by

placing twenty-five of his best testers behind as many wheels and had the cars waiting at the Union Station for the visitors. They were carried all over the city, through resident and business districts, and nothing worthy of being told about the Hoosier capital was left unsaid.

When the members of this American Institute of Banking, who were on their way from Chicago to Chattanooga to attend a national convention, were ready to leave the Speedway, it began to rain. Speed was increased and all were hustled to shelter at the Overland factory on Drover street.

Ordinarily a factory room, where men are busy at their work, is not a popular reception room, but all felt like it was the best on earth before Mr. Brown was through entertaining them. He called forth his factory band of forty pieces and passed printed songs through the crowd. Women and men (for many had their wives with them) sat on boxes and partly completed cars and sang, laughed and enjoyed themselves until the rain stopped. All then re-entered their machines, posed for a picture, and left singing. They were every one presented with one of the "Indianapolis In the Limelight" souvenir booklets printed recently by the Motor Speedway management. They were taken to the Union Station declaring their short visit here convinced them that Indianapolis is a "live city."



THE OVERLAND "FLOW" AT THE DROVER STREET PLANT

One hundred and forty Overland automobiles are made every day in Indianapolis. They "flow" out of the Drover street plant with clock-like regularity into the testers' lot. Here the testers take them in hand and they are put through their paces on a long, hard ride before being taken back to the factory for "dressing up."

One Per Cent Per Month

The remedial loan association plan, which has been launched successfully in the east, is creeping into the Middle West and is bringing relief to the classes who have been heretofore at the mercy of the "loan sharks." Louisville is the latest to take up this plan, which is indorsed by the Russell Sage Foundation as a philanthropic work.

It is the purpose of those who are behind the movement in the various cities to make chattel loans at the rate of 1 per

cent. per month. The "loan sharks" exact from 10 to 12, making a total of from 100 to 120 per cent. per year. It is estimated that the remedial loan association, at 1 per cent. per month, can pay all expenses and still earn a small profit. In some cities warehouses are established in which borrowers may store goods which have been mortgaged, although this is not required.

The "Honey-Bee"

With due ceremony the Indianapolis, Newcastle and Toledo Traction Company has established an Indianapolis terminal and is now running cars regularly between Indianapolis and Newcastle—the "Honey-Bee Route." This line has the advantage of a direct route between Indianapolis and Newcastle, and thereby cuts the time between the two points. The distance is forty-four miles, and the trip is being made in one hour and thirty-five minutes.

The first regular cars were put into operation Wednesday June 29. On Tuesday, preceding, a crowd of 300 Newcastle "boosters" came to Indianapolis over the new line in six private cars and were entertained by the directors of the Union Trust Company, which is receiver for the road.

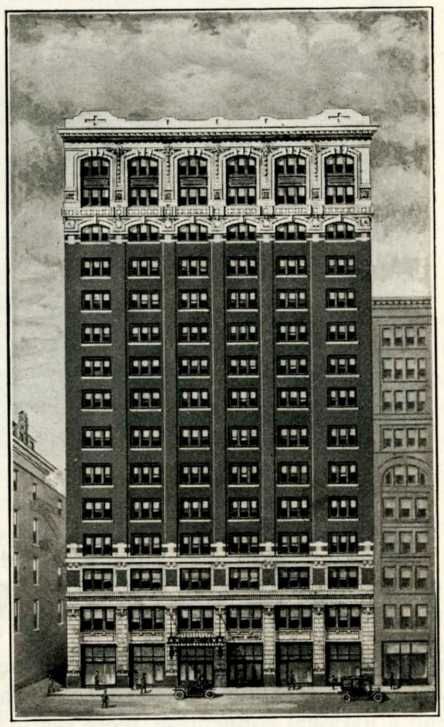
Almost Municipal Research

An inventory and an audit of the city's resources is now being made at the instance of Mayor Shank. Sometime ago a bureau of municipal research was suggested and urged by the Indianapolis Commercial Club. The need, moreover, for such work was keenly felt and is manifest in this move of the mayor's. It is a move in the right direction and will, in the absence of something better, answer for the time being.

The members of this auditing board are Richard Craft and W. H. Anderson, Republicans, and George Frank Miller, Democrat. Mr. Craft was connected for years with the sheriff's office; Mr. Anderson has had experience in the city's assessment bureau, and Mr. Miller was in the office of the county treasurer for a long time. It is the mayor's wish that the examination be thorough and that the facts be shown. He is not looking for wrong-doing, he says, but expects to show exactly what the city owns and what it is worth.

A Fifteen-Story Building

A fifteen-story building—the tallest in Indianapolis—is to be erected and completed within ten months on the ground



extending from the Lemcke Building north to Wabash street along Pennsylvania street. This new building will be known as the Lemcke Annex, will cost $700,000, and will be built by the R. A. Lemcke Realty Company, in which R. A. Lemcke is chief stockholder. This company was incorporated last month for $700,000.

What They Say

"I am only too glad to subscribe for FORWARD!, so you have my check herewith. We have great boosters here in Omaha, but they

have not yet accomplished anything so acceptable to their former residents as FORWARD! is to those of us who no longer live in Indianapolis. I hope success may ever attend FORWARD! If I can be of any help call on me."—C. L. Williams, 515 Brandeis Theater Building, Omaha, Neb.

"I wish to say that FORWARD! magazine is a very attractive publicity organ for your city, and I trust that your business men will appreciate the power of its influence for good in your work of city building."—Carl Dehoney, Assistant Secretary Cincinnati Industrial Bureau, Cincinnati, Ohio.

"I can assure you that I value my non-resident membership in the Commercial Club very highly, and that I enjoy the magazine FORWARD! very much. It is a splendid publication."—Auber Smith, 420 Broadway, Paducah, Ky.

"I take great pleasure in sending you a check for $1, and would be pleased to have you send me FORWARD! every month. With best wishes for you in booming Indianapolis and assuring you that I will do my share, I am, sincerely, Maurice Selko, Indianapolis, Ind."

"Please find herein $1 for magazine FORWARD! I am always mighty glad of an opportunity to boost Indianapolis. If you want another dollar just let me know."—The Rev. W. G. Everson, Indianapolis, Ind.

Men and Affairs

One hundred and twenty-five business men of Houston, Texas, are due in Indianapolis August 5. They are making a trip for the purpose of advertising Houston. There will be a parade through the streets, an automobile tour and a reception by the Commercial Club.

Before the new St. Vincent's Hospital was fairly under way the necessity for more room was appreciated. In consequence plans for a four-story addition, containing seventy-five rooms, have been accepted. The addition will be 100 feet long and will front on Capitol avenue.

By actual count 561 buggies and motor vehicles passed the corner of Kenwood avenue and Thirtieth street in four hours one afternoon last month. The firemen stationed there kept the count and business was just getting good when they quit. In the last hour 165 vehicles passed the corner.

A new club house, to cost about $150,000 is being considered by Indianapolis Lodge No. 13, B. P. O. E. Six sites are being discussed and the new building is regarded as a certainty.

The decision of Judge Carter of superior court, in refusing to compel Building Inspector Winterrowd to approve certain plans for an apartment house, was affirmed last month by the supreme court. The case went up as a test of the constitutionality of the housing law, but this point was not decided, the supreme court holding that it was not properly presented.

Acting upon the recommendation of Supt. C. N. Kendall, the Board of School Commissioners has announced, formally, the appointment of Milo Stuart, to succeed Charles E. Emmerich as principal of Manual Training High School, and George Buck, of Duluth, Minn., as principal of Shortridge High School to succeed George W. Benton. Both Mr. Emmerich and Mr. Benton have resigned.

William F. Koepper, 2155 North Illinois street, has been appointed plumbing inspector by the City Board of Health. Mr. Koepper's appointment came with the announcement that he had made the best grade in an examination conducted by the board and in which four others participated. The position was created recently by city ordinance.

Ten and one-half acres of ground on Sherman drive and Walnut street have been purchased from Mrs. John Brill, 927 Germania avenue, by C. S. Lukus and M. N. Hadley for $11,000. It is understood that the ground will be platted.

The State Florists' Association is planning a flower show to be held in Tomlinson Hall November 8 to 12. Prizes to the amount of $2,000 will be offered.

An investigation by members of the Children's Aid Association shows that in one evening 3,500 children were patrons of the moving picture shows of Indianapolis. It is estimated that 10,000 children visit these shows every week.

Charles Warren Fairbanks will deliver an address before the Associated Advertising Clubs of America at their convention in Omaha July 18.

Col. A. D. Shaw, who for nearly ten years has been superintendent of the Marion County Work House, has resigned, and has been succeeded by J. T. O'Connor. Colonel Shaw instituted many reforms at the institution and departed leaving behind him an enviable record.

At the annual shoot of the Indiana Trap Shooters' League, T. H. Parry, of Indianapolis, won the president's cup, offered by E. H. Tripp. He made a perfect score in the two feature events. Mr. Parry was also elected president of the league, and Indianapolis was chosen as the meeting place for 1911.

Oswald Ryan, of Anderson, who attended Butler College, has been awarded first place in the intercollegiate government essay contest, in which representatives of twenty-five universities competed. Ryan is now a student at Harvard. The subject of his essay was, "The Commission Plan of City Government."

The Indiana Pharmaceutical Association met in Indianapolis last month and apparently enjoyed it so much that the members decided to return for their convention next year. Several other cities were seeking the honor.

The golden jubilee of St. John's Academy was fittingly observed last month, closing with an alumnæ reception and a mass.

Excavations are being made for the new Second United Brethren church at Eleventh and Olney streets. The new building will cost between $6,000 and $8,000.

H. B. Hardie, who has been city passenger agent for the Pennsylvania Railroad in Indianapolis, has been appointed traveling passenger agent with headquarters at Denver, Colo. John W. Quill has succeeded him.

The Bedford Stone and Construction Company has been awarded the contract for the construction of the new power house of the Indianapolis Traction and Terminal Company on West Tenth street, just west of White river. The contract price is $280,000.

Capt. Thomas Madden, prominent for many years in Indianapolis, died at his home June 14. He was 74 years old and had been in failing health for some time. Capt. Madden was at one time a manufacturer and had served in the city council and the board of public safety. He had a splendid war record and was a member of the Loyal Legion and the Knights of Columbus.

The Overland Automobile Company put Indianapolis to the fore during the recent convention in Milwaukee of the Associated Advertising Clubs of America, Central Division. The Indianapolis delegates were furnished with Overland automobiles, which carried banners upon which was painted the word "Indianapolis." The Indianapolis delegates rode while all others walked. Every one knew that Indianapolis was there, while other cities were not heard from.

C. J. Orbison has been re-elected president of the Young People's Society of Christian Endeavor, Indiana division.

Mary G. Foote has sold to Dr. Horace R. Allen her business property at Alabama and Wabash streets. It has an Alabama street frontage of 202 feet and is 65½ feet deep. The price was $65,000.

Going Away?

About 6 cents a day will provide a good accident policy with a maximum of $15,000 protection and $25 to $50 weekly benefits. Particulars mailed on request.

W. A. HUNGERFORD
Travelers Insurance Co., Newton Claypool Bldg.

BUSINESS MAN GO FISHING

Every man owes his brain and body a certain amount of rest. Come here and let us equip you for a

LITTLE RECREATION

GUS HABICH THE SPORTSMAN'S STORE
142 East Washington St.

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
710 Majestic Building

ASK YOUR GROCER FOR
"Willetts' Pies"
WILLETTS PIE COMPANY
Numbers 1414-16 North Senate Avenue

We Will Build You a Home For the Rent You Now Pay
ASK FOR OUR PLAN
Cottage Construction Company
(Incorporated—Capital, $75,000)
E. E. SHELTON, Manager Sales Dept.
2817 Clifton Street
Telephones, New, 151 Clifton; Old, 1866 North

You Need Not Worry

¶ About conveniences, if you want to live in the suburbs or the country.

¶ You can have running water in every room, and lawn connections also,—all for a nominal sum.

¶ G. E. HOMSHER, of the FLINT & WALLING MANUFACTURING CO. can supply the plans and the system.

46-48 Kentucky Ave.

¶ Specializing in Wind mills, Tanks and Towers, Gasoline Engines and Water Supplies of all kinds.

The North American Gymnastic Union, in convention at St. Louis, voted to raise $20,000 for the support and improvement of the Normal College of the Union, located in Indianapolis.

John Perrin, president of the American National Bank, has been elected a member of the advisory board of the Yale Alumni Association.

Adolph Schmuck has been selected as the head of the department of journalism of Indiana University. Mr. Schmuck has been in active newspaper work for a number of years, most of which time he has held a responsible position in the editorial department of the Indianapolis News.

The clothing business of Bliss, Swain & Co. has been purchased by Schloss Bros., a company owning a number of clothing stores in various cities. The sale of the store was brought about by the death of George W. Bliss. Thomas A. Swain will enter other business in this city. The consideration for the sale is understood to have been about $18,000.

Carl G. Fisher is building a three-story fireproof garage and automobile salesroom in Logansport. Mr. Fisher believes that Logansport is to be the northern Indiana headquarters for touring autoists.

Commercial Club Members

The following have been elected to membership in the Commercial Club:

C. M. Crawford, Shelby Printing Company, Shelby, Ohio.
E. Darrow, Merchants' Heat and Light Company, general manager.
Robert E. Gregg, R. E. Gregg & Co., tailor.
Robert I. Marsh, Robinson, Symmes and Marsh, lawyer.
A. L. McMurray, Michigan Mutual Life, assistant state agent.
C. S. Woods, Board of Health, secretary.
Pliny W. Bartholomew, judge superior court.
E. E. Hatfield, real estate agent.
M. J. Ready, American Paving and Manufacturing Company, president.
F. D. Rusling, manufacturers' agent.
W. T. Young, Paul, Young and Paul, lawyer.

Ames Iron Works
Established 1854 L. A. POUNDSTONE, District Mgr.
STEAM ENGINES AND BOILERS
Our Specialty is Engines for Electrical Service
Lowest Maintenance Cost Obtainable
705 Traction Terminal Building Phone Main 486

W. H. Buderus
CONSULTING ENGINEER
Special Machine Designer
Automobile Design Experimental Work
601 MAJESTIC BLDG. MAIN 4241

Be Modern:

In the past, employers feared to hurt the feelings of employees by putting them under bond. That fear proved costly.

Business ideas—not modesty or fear of hurting the feelings of an employee—should control *your* business.

Have you ever taken time to figure how slight would be the increase in your annual expense, if you bonded all your employees? Take that time. Then get the bonds and see how much you save!

You would not go a day without fire insurance—yet you may never have had a fire loss. Why not apply the same business prudence to the financial end of your business? Prevent leaks by bonding employees.

We write all kinds of surety bonds and give proper attention to everything.

Federal Union Surety Company
Lemcke Building, Indianapolis
Casualty & Burglary Insurance

F. J. Mack & Co.
INTERIOR DECORATORS AND FRESCOERS
No. 26 Kentucky Avenue
New Telephone 1726 Central 5558 Main

Wall Paper
JOHN McGEE
New Telephone 3300 364 Massachusetts Avenue

Western Audit Company
E. R. PARMELEE, Manager
Auditors & Accountants
936-940 Lemcke Building
TELEPHONES
New, 3134; Old, Main 6367

_____ *Name*

_____ *Address*

To the Commercial Club:

Above is my name and address and enclosed is One Dollar for one year's subscription to FORWARD! I want to boost Indianapolis that much.

SIGN & SEND IN

ONE DOLLAR'S WORTH *of* BOOST

That is what you buy when you subscribe for

FORWARD! *The Magazine for Indianapolis*

FORWARD'S sole purpose in existence is to push Indianapolis to the front. It costs money to push. Every citizen gets the benefit. Some want to pay for it. FORWARD will continue to go to 10,000 Indianapolis men, whether they pay or not. But the opportunity is here extended to subscribe for a year.

BUY A DOLLAR'S WORTH *of* BOOST

COMING EVENTS

Indianapolis Trade Association Excursion	**July 15**
State Conference of Printers	**July 17**
Houston, Texas, Business Men	**Aug. 5**
Interdenominational County Fair	**Aug. 15-20**
Annual Institute County Teachers	**Aug. 29**

Business Briefs

The Flint & Walling Manufacturing Company, represented in this city by G. E. Homsher, 46 and 48 Kentucky avenue, is helping solve the suburban home question around Indianapolis by making it possible to have running water in every room in the house, a convenience not usually enjoyed outside the cities. This is an Indiana company that has developed an immense export business, and is advertising the state around the world.

Isaac E. Brokaw, for many years in the office of Winfield Miller, has engaged in business for himself at 926 Law building. His line is real estate, loans and insurance.

The Telepost Company announces the opening of a new station at Louisville. This places Indianapolis in cheap telegraphic communication with Terre Haute, Springfield, Ill., Sedalia, Mo., St. Louis, Louisville and Chicago. This company is rapidly extending its lines, and F. B. Bradley, manager of the Indianapolis offices, says many additional points will be reached during the next year.

Extensive improvements are to be made by the People's Light and Heat Company, with a view to eliminating all chances of a breakdown which might work hardship upon the company's patrons. In order to achieve this end the present plant will be almost duplicated, and, in effect, there will be two plants instead of one.

A tract of 110 acres of land, bounded by Michigan and Tenth streets, Linwood and Emerson avenues, has been purchased from the Byram estate by the Emerson Heights Realty Company, for $109,320. The land will be platted. W. M. Fogarty is president of the company and J. Albert Smith is secretary. The Fidelity Trust Company is selling agent.

The purchase of the three-story business building at the northwest corner of Meridian and Georgia streets by Mrs. John N. Carey and Mrs. William Scott, makes possible at some future date the erection of a new building to cover this site as well as those of the two buildings adjoining on the north. These two are also owned by Mrs. Carey and Mrs. Scott, who are sisters.

Edwin A. Hendrickson has bought, for $43,000 the Kothe block on Virginia avenue.

The Real Test of Printing

Is the work that the

Cohea-Bramwood Co.

THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

CAN DO FOR **YOU** WHEN WE ONCE GET A CUSTOMER STARTED HE KEEPS COMING

There's a Reason—Quality

YOUR ACCOUNT SOLICITED

4% Paid FIDELITY TRUST COMPANY INDIANAPOLIS **on Savings**

OUR MAXIM
Safe, Conservative, Progressive

Fidelity Trust Co.

WM. M. FOGARTY, President

Phones 73 156-158 East Market Street

The Glide Auto Company's New Home

Number 25 West St. Clair Street, Indianapolis

MODERN GARAGE AND REPAIR SHOP

Distributors *for* The Glide Automobiles

PHONE—OLD, MAIN 4173 PHONE—NEW 1906

Five Models ——— 2400 Dollars and 2500 Dollars

Celebrated Racine Line
BUSINESS WAGONS, DRAYS, DUMP CARTS, ETC.
Repository, 521-7 E. Washington
Phone, Main 7812
Phone, New 3417
JAS. R. DEEL

IRON AND WIRE FENCES
CATALOG FREE HIGH GRADE FOR ALL PURPOSES

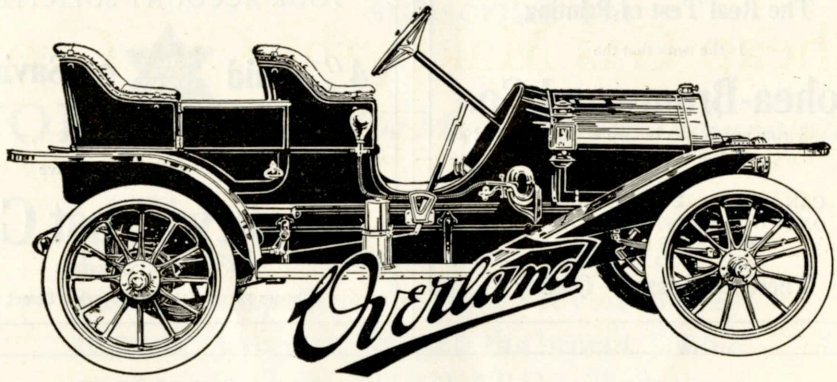
ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. Indianapolis, Ind.

Pianos, Band & Orchestra Instruments
Sole Representatives of the Celebrated
WEGMAN PIANO
CARLIN & LENNOX
New 151—Main 151 5 and 9 East Market St.

Fred A. Gregory John J. Appel
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

The Marion Trust Company
INDIANAPOLIS
Pays Three Per Cent Interest on Savings

If you desire the address on your FORWARD changed, tell us—We want to send it where you want to read it



Model 38—25 H. P., 4-Passenger
$1100 as Shown

More speed, power, quality and style than you get anywhere else for anywhere near the price. Ask the members of the Indianapolis Trade Association, who went on the northern tour, their opinion of the Overland cars which accompanied the tour.

Fisher Automobile Company
400 North Capitol Boulevard

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

IF YOUR WIFE'S GONE TO THE COUNTRY

Don't try to make the bed, cook your own meals and wash the dishes. It won't improve your digestion or your disposition. Give the

Hotel Kingston

Just Half a Chance

It isn't as good as home—nothing is. But it is a particular hotel for particular people and stands ready to welcome you and prove it.

The Hiawatha Cafe

Is a pleasant place to eat. It is the newest of the Hotel Kingston's improvements

THE HOTEL KINGSTON
Conducted by MRS. A. J. TRON
35 Monument Place

Cheap Gas Makes the City Grow

¶ Gas mains are being extended by the Citizens Gas Company into territory that has not heretofore had this modern convenience of cheap gas.

¶ This means growth and development for Indianapolis.

¶ And were it not for the Citizens Gas Company this development would not be possible. The competing company publicly announced that "under existing conditions" it would not pursue a liberal policy in main extensions, and predicted that the new company would not build a foot of new mains.

¶ The Citizens Company has laid more extensions this year than has the old company in the last two years.

¶ This is because the Citizens Gas Company is owned by the people and is operated for the people. It deserves the patronage of all the people.

¶ Every citizen helps Indianapolis grow and develop when he uses Citizens Gas Company products.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

ANY TIME DAY OR NIGHT

You Can Send Twenty-Five Words By Telegraph for Twenty-Five Cts.

Telepost Co.

No. 11 West Market Street

F. B. BRADLEY, Manager

This Office is Now Connected With

Chicago **Louisville**
St. Louis **Springfield, Ill.**
Sedalia, Mo. **Terre Haute**

Fifty-Word Telepost for Twenty-Five Cents sent by wire and delivered from receiving station by mail **Day or Night**

Sewell-Clapp Envelopes

Established 1875

In all the advertising field, nowhere can so much and so effective selling force be bought for so little money as when a few cents per thousand extra is paid for envelopes which, by their form or printing, compel attention and impress their message.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

617 Terminal Building—Phone Main 220

Ventilating Systems

Business Rooms—Hotels Restaurants

Exhaust Systems and Power Installations of All Kinds for Factories

W. H. Johnson & Son Co.

943-945 Fort Wayne Avenue

THE MORNING NEWSPAPER PRINTS THE NEWS of a WHOLE DAY—COVERS all the HAPPENINGS of TWENTY-FOUR HOURS—while the AFTERNOON PAPER necessarily chops off its report in the middle of the day, just when the things YOU want to KNOW ABOUT are happening

MORAL—READ

THE INDIANAPOLIS STAR

¶The Prodigal Son might have started for home much sooner if he had received an interesting letter about the fatted calf that awaited his coming.

¶The right sort of letter could have attracted his attention, aroused his interest, created a desire and stimulated him to action.

¶Many a prodigal order is wandering in foreign markets that might be brought home to Indianapolis if the fatted calf of dependable goods were but described enticingly.

¶But the man with the calf needs an expert to write the letter—for it must attract attention, arouse interest, create a desire and stimulate to action.

¶Letters that arouse the prodigal buyer are written by Merle Sidener, Publicity Counsel, 526 Board of Trade. He knows how to exploit the fatted calf. His telephone is Central Union—Main 5440.

EVERY TEN MINUTES
of the Year Another Person

Buys An

Car

This is the **BEST** World's Record to Show a Car's Real Merit for Everyday Service

Cost is Medium It is Safe & Simple
1,000 Dollars to 1,750 Dollars

The Willys **OVERLAND** Auto Co.
Indianapolis—Toledo

INDIANA STATE LIBRARY

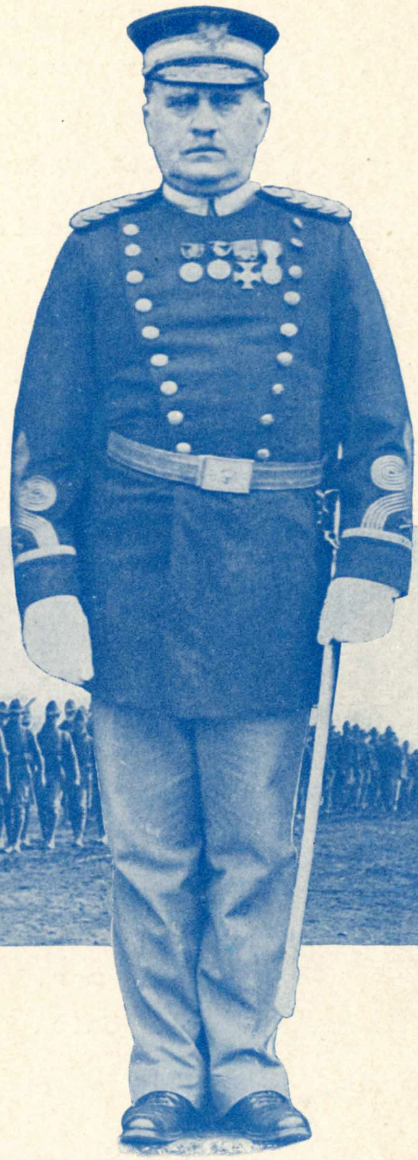
VOLUME III AUGUST 1910 NUMBER 1

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

IN THIS NUMBER

A City of Soldiers



E
306
.745
v.3#1

Published by The Commercial Club of Indianapolis

Cop. 2

¶ There are business men in Indianapolis who are rejoicing over the return of Prodigal Orders--but they took the trouble to send word that a welcome awaited them.

¶ That is where they put it over the father of the Prodigal Son who longed for the return of his wandering boy, but did nothing except mope around the house. The boy wanted to go home, but he was not sure of a welcome.

¶ Fatted calves, fine robes and rings aplenty stock the shelves of the Indianapolis business houses--but have the fathers of these houses told the Prodigals that a real, personal welcome awaits their coming?

¶ A printed price-list or a display advertisement alone does not warm up the heart. It takes a clever letter, pulsing with human interest and making a direct appeal to an individual.

¶ Such letters can not be dictated in five minutes, but Merle Sidener, Publicity Counsel, studies them out and applies an attractive thought to a particular line of goods. He will be glad to talk over his plan with any live business man. He is at 526 Board of Trade, Central Union Telephone, Main 5440.

You Can Have Your Way About Printing

Our entire printing plant is at your disposal. You can make just as many changes in your copy as you please, call for as many proofs as you desire—get exactly the appearance you are after. And the charge will be for exactly the time required.

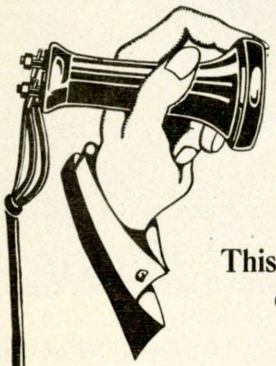
Only High Grade Work Solicited

No matter whether the job be business cards or a bound book, it will have careful attention in every process—and be delivered on time.

Send for our book of type faces—it will help you in preparing copy—free.

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Office Outfitters and High Grade Printers* **Tels.—Main 6776; New 1862**



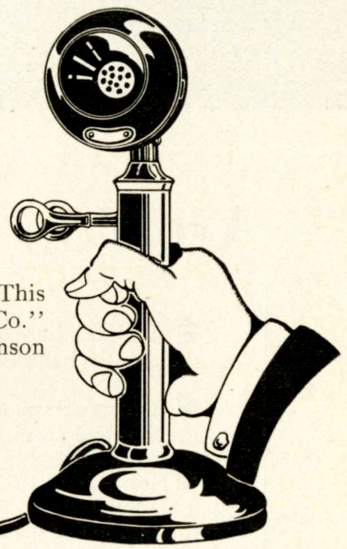
IS THIS { THE WIDE AWAKE / GENERAL PUBLIC } ?

This is the Traffic Department of the Bell Telephone Company Talking

Good morning! May we give you a hint for improving your own telephone service? Just this: Introduce yourself when answering the telephone.

For example, on picking up your receiver, say—"This is Mr. Brown, Carpet Department, Smith, Jones & Co." or, "This is Dr. Robinson's residence, Mrs. Robinson talking."—Don't waste time saying "HELLO"

Of course you have a—



Central Union Telephone

Most everybody has—if not, call Main 4800

THERE HAS BEEN NO CONSOLIDATION OF

The Hogan Transfer and Storage Co.

With any other concern. W. J. Hogan has owned this company for twenty years and is still giving the best and most intelligent service in packing, storing and moving office furniture, safes and household goods. Do not confuse this company with others.

Up Town Office, 123 East Market St. Telephones 675

Are You Entirely Satisfied?

¶ A man's banking transactions are too important to be indifferently handled.

¶ A man's bank account is worth something more than mere mechanical service to the bank that has it.

¶ Some banks do not seem to appreciate these essentials. This bank does. The Continental National Bank wants your business, but it only wants it if you can be shown that you will get as much and something more in facilities, courtesy, promptness, accuracy—in other words, more and better SERVICE than you are now getting.

¶ Will you give us the opportunity to talk it over with you?

The Continental National Bank

18 North Meridian Street

GEO. F. QUICK, President — BRANDT C. DOWNEY, Cashier
MORD CARTER, Vice-President — A. H. TAYLOR, Assistant Cashier

FORWARD!

The Magazine for Indianapolis

Vol. III AUGUST, 1910 No. 1

Table of Contents

A CITY OF SOLDIERS 5
YOUR CITY IN PARAGRAPHS 9
INTERNATIONAL PRISON CONGRESS 10
LAST AUTO RACES OF THE YEAR 11
MEN OF THE MONTH 12–13
NOW COMES THE FAIR 14
FORT HARRISON IN PHOTOGRAPHS 16–17
BRICK AND THE ROADWAY 18
JULY EVENTS IN INDIANAPOLIS 19
MILLIONS FOR EDUCATION 20
NEW COMFORT STATION OPENED 21
A CITY'S COUNTY FAIR 22

DEPARTMENTS:

Coming Events 24
Business Briefs 24
Men and Affairs 25
Commercial Club Members 29
What They Say 29

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

A Suggestion

All we might say to you regarding the unusual attractiveness of our new line of steel beds—broad, beautiful lines, exquisite, hand-painted decorations and remarkable adaptability to dainty room decorations—would be a mere pittance of a suggestion as compared with just one look at these beds. Local dealers are showing them. All "Laycock, Indianapolis" beds are guaranteed and we are here to make the guarantee good.

An Unavoidable Delay

FORWARD! is compelled to ask the indulgence of its readers—particularly those who have entered the street lighting contest—and announces that the name of the winner in the "Twenty-Five Dollars for a Word" competition will be published in the September number of FORWARD! instead of the present issue.

This change of plan is made necessary by the overwhelming response from the people of Indianapolis and Indiana. More than 2,500 suggestions have been received and each of these suggestions deserves careful consideration. Such a response was not anticipated and as the contest was open until July 25, it was physically impossible to arrange and study the 2,500 suggestions and make a choice by the time the August FORWARD! went to press.

The judges selected by the Commercial Club—John E. Hollett, Walton L. Dynes, Franklin Vonnegut, Winfield Miller and R. G. McClure—were extremely desirous of making announcement of the winner in the August FORWARD! but, after holding meetings every day for a week, they found it impossible. They wish to select the best possible name and this they could not do in the short time allotted them. They wish to give every contestant the benefit of their best judgment. This could not be done hastily. They therefore, reluctantly, deferred the announcement and will devote themselves to a study of the many suggestions and will announce their decision in the September FORWARD! No other suggestions will be received, however.

Obviously, the people of Indianapolis are interested in the new street lights and are proud of them.

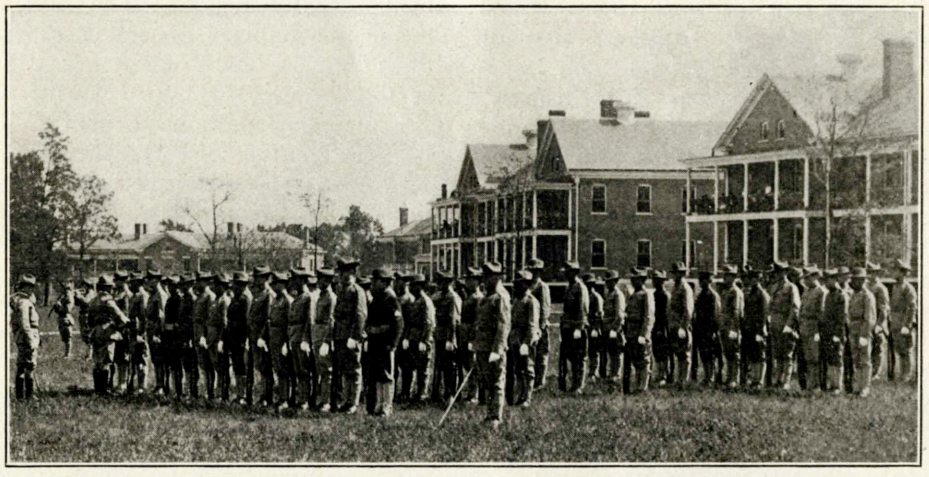
FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME III AUGUST 1910 NUMBER 1

A CITY OF SOLDIERS



NOT long ago a prominent Indianapolis business man, in conversation at Fort Benjamin Harrison with some of the officers of the Tenth United States Infantry, which comprises the garrison at the post, was surprised to learn that it costs nearly a million dollars a year to maintain the post and garrison. He was even more surprised to learn that 73 per cent of this money ultimately, in one form or another, reaches the Indianapolis merchants. He did a little figuring, and he found that his soldier trade was no small item in itself, and he came to appreciate more and more the value of Fort Benjamin Harrison and its garrison as a trade asset to Indianapolis.

Few people in Indianapolis realize the enormous expense necessary to maintain a regiment of soldiers in the regular army, and fewer even know how important to local trade it is to have a military post in the immediate vicinity. Fort Benjamin Harrison bears a closer relation to the Hoosier capital than was anticipated. The establishment of the post at the very gate of Indianapolis opened a new market for local products, practically all of the supplies necessary for its maintenance being purchased here, except those which are furnished by the government.

It is impossible to arrive at the exact amount of money turned into the channels of trade through the garrison and the troops which camp on the military reservation year after year, but a careful estimate furnished by the executive and administrative officers of the garrison shows that about $657,000 annually

comes to the business houses of Indianapolis and the farmers in the immediate vicinity of the post.

POST IS A LITTLE CITY

The post forms a little city—a suburb of Indianapolis, as it were—by itself, and the money is turned into the same channels practically that it is in a little city with a population of 1,000 or more civilians.

As a city in itself, Fort Benjamin Harrison is governed by Col. Henry A. Greene, commandant, who is the "mayor," except that his word is law. Capt. Henry E. Eames, adjutant, virtually serves as "town clerk," and Capt. James V. Heidt, quartermaster, as "treasurer," "president of the board of works" and "superintendent of streets." These are the men, with Capt. Frederick W. Coleman, who administer the affairs of the little military city and control its government. They have jurisdiction over the 2,368 acres which comprise the reservation. When Colonel Greene is away Lieut.-Col. George R. Cecil takes command and holds down the chair in the "mayor's office."

The little "city" has a population of about 1,000, of which forty officers and 850 noncommissioned officers and enlisted men belong to the Tenth Infantry. The remainder of the population consists of civilian employes and the families of the commissioned and noncommissioned officers. Everything necessary to the comfort and welfare of the enlisted men, except luxuries, is furnished by the government. The officers are furnished with quarters, but must buy food and clothing for themselves and families out of their pay. In addition to the garrison, there are 172 head of horses and mules which must be fed and kept in proper condition.

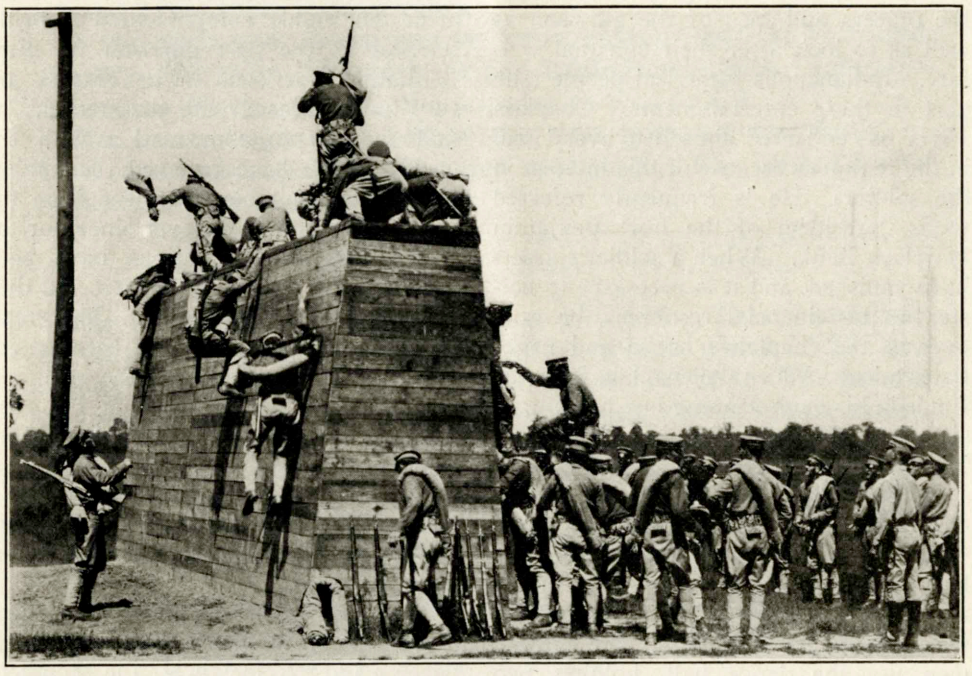
A careful estimate furnished by the adjutant's office shows that it costs very close to $900,000 a year to maintain the post and garrison, or about $75,000 a month. The pay of the noncommissioned officers and enlisted men averages about $22,000 a month and that of the commissioned officers amounts to approximately $10,000, making the pay alone of the officers and men $32,000. It costs $5,500 a month to feed the regiment, and 75 per cent of the supplies are purchased in Indianapolis. Approximately 65 per cent of the soldiers' pay ultimately reaches the Indianapolis merchants. It costs $1,100 a month to feed the stock, and practically all of the forage money goes to Indianapolis grain dealers or farmers in the vicinity of the post. This money ultimately reaches the merchants of Indianapolis. The post exchange, the military general store from which luxuries and trinkets are sold to the soldiers, buys $3,000 worth of supplies in Indianapolis each month. The post uses 230 tons of coal a month in its power plant and practically all of this is purchased from Indianapolis dealers. The total cost of the coal runs about $1,450 a month. The electric light for the barracks, officers' quarters and post grounds is furnished by the Indianapolis Light and Heat Company at a contract price of about $900 a month. Oftentimes the light bill runs as high as $1,200 a month.

CIVILIANS DRAW $1,200

The post has its own water works system. The payroll of civilian employes in the quartermaster and commissary departments amounts to about $1,200 a month. This money ultimately reaches the Indianapolis merchants. It costs from $2,000 to $3,000 a month for incidentals and repairs at the post and practically all of this money finally goes to the Indianapolis commercial houses. The Big Four and the Indiana Union Traction Companies derive considerable revenue from the government for transporting troops and supplies to and from the post and through passenger traffic and a large per cent of this money is expended in Indianapolis.

About 15,000 troops are brought to Fort Benjamin Harrison every two years

for the military maneuvers, at an expense to the government each time of about $125,000. Eighty per cent of the supplies for the camp occupied by these troops are purchased in Indianapolis. And it is carefully estimated by the officers at the post that the 15,000 soldiers themselves spend fully $35,000 during the month they are on the reservation. This money goes chiefly for luxuries, transportation to and from the city and entertainment while in the city. It is estimated that the money spent in the city alone by the men amounts to about $20,000, the remainder of the spending money going to the camp exchanges. Most of this revenue comes from the national guardsmen, who bring a little spending money with them usually when they come for the maneuvers.



SCALING A BARRIER AT FORT HARRISON

At various times during the year regular troops and national guardsmen are encamped at the new target range a mile north of the post. Many of these men visit the city, and it is estimated that they spend $2,000 all told each year, practically all of the money going ultimately into the pockets of the Indianapolis business men.

Fort Benjamin Harrison was erected at a cost amounting to more than a million dollars, several contractors being engaged in the work, among whom were several local construction firms. Thus a large part of the money expended for the erection of the post and for laying out and completing the post grounds was turned into the channels of local trade. The post was erected under the direction of Maj. G. H. Penrose and Capt. B. Frank Cheatham. About a year ago 400 acres were added to the reservation at a cost of $100,000. This ground lies south of the Indiana Union Traction tracks.

While Fort Benjamin Harrison bears its most important relation to Indianapolis in a commercial way, yet it is none the less important from a social standpoint. The social life at the post is one continuous round of gayety, especially during the

winter season. During the summer season there are few social functions, but in the winter months usually there are two dances each month for the officers and their families and friends. These dances are attended largely by Indianapolis society people. Other functions, principally receptions, dinner parties, teas and bridge parties are a part of the social life.

Amateur theatricals are held frequently during the winter months under the direction of Chaplain John A. Ferry, who makes it a point to afford amusement for the officers and men of the garrison as well as to look after their spiritual welfare. Indianapolis theatrical people take part in these entertainments. Chaplain Ferry has endeared himself to every man in the regiment because of this interest in the soldiers. He is frequently referred to as "president of the Fort Benjamin Harrison Bank." When a soldier's assets have vanished, and it is necessary to bolster up his financial resources, he goes over to the chaplain's house and negotiates a loan. When the chaplain finds the funds in his bank running low he hangs a sign in his front door reading: "No More Money Loaned."

In the headquarters building an elegant dance hall and theater was arranged when the building was erected, and this hall plays a most important part in the social life at the post. All dances and entertainments are held there. The enlisted men use the dance hall, holding two dances a month under the auspices of the Enlisted Men's Social Club.

Music for the dances and the theatricals is furnished by an orchestra picked from among the members of the band. The band of the Tenth, numbering twenty-eight pieces, is now one of the very best bands in the regular army. The credit for the showing of the band is due to the personal efforts of Chief Musician Charles Coe, who came to the Tenth recommended by Lieutenant Santelmann, conductor of the United States Marine Band at Washington. When the regiment came to the post two years ago, after six years' service in Alaska, the band was greatly reduced in strength. Chief Musician Coe recruited it, rehearsed it and made it the best infantry band in the service.

Colonel Greene declares that his regiment felt highly complimented at being selected as the first garrison for Fort Benjamin Harrison. "The officers are very much pleased with the station," he said recently in conversation with the writer. "We have received the kindest and most hospitable treatment from the people of Indianapolis ever since our arrival. The social relations have been with the best people in the city, and they have been extremely pleasant. The greatest cordiality seems to exist between the people of Indianapolis and the post. Civilians always are welcome at the post. The post serves as park grounds to those persons who wish to take little excursions into the country. It is practically a public park. We are always glad to see the citizens of Indianapolis take an interest in the post."

The most opportune time for civilians to visit Fort Benjamin Harrison is between 4 and 7 o'clock P. M. On Mondays, Wednesdays and Fridays the band gives a concert beneath the little group of trees near the flagstaff. The concert is followed by battalion parade and retreat. Shortly before sundown on Tuesdays and Thursdays regimental dress parade is held, and the parade is worth seeing. Drills are held during the forenoon.

YOUR CITY IN PARAGRAPHS

The census of 1910, the results of which are just beginning to be announced, will show Indianapolis to have a population of nearly one-quarter of a million.

The growth of Indianapolis has been steady and persistent—slower in the "way back there," by far, than it has been in the last forty years.

In 1822 Indianapolis had a population of 500.

In 1826, four years later, there were only 726. The city had gained 226 people in four years.

In the next year there was an improvement, and 1827 found the city over the 1,000 mark—it had 1,006 inhabitants. Twenty-three years later, in 1850, the population was 8,000.

The boom began just before the first railroad was built, in 1847, and Indianapolis has boomed ever since. The United States census for four decades follows:

1870	48,244	1890	105,436
1880	75,056	1900	170,963

The census of 1910 is estimated at 236,490. This is obtained by taking the gain of 1900 over 1890, which was 65,527, and adding it to the census of 1900, which was 170,963. The people of Indianapolis live in a territory comprising thirty square miles.

TWO BIG BANKS CONSOLIDATE

A very important move in banking circles in recent years so far as Indianapolis is concerned is the recent announcement of the pending consolidation of the Fletcher National Bank and the American National Bank.

The new institution will be known as the Fletcher-American National Bank of Indianapolis if the stockholders ratify the proposed change. It will occupy the present quarters of the American National Bank, at Pennsylvania and Market streets. Stoughton A. Fletcher, now president of the Fletcher bank, will be president of the new institution, and John Perin, president of the American National, will be chairman of the board of directors.

The combined deposits of the two banks at the last statement, June 30, were $14,949,781.74. As shown by a statement to the controller of the currency at that time the Fletcher bank had resources of $11,479,630.79 and the American, $12,-789,033.99.

It is announced that the purpose of the consolidation is to permit greater earning power for the bank's capital and to give to the business men of Indianapolis larger accommodations.

INTERNATIONAL PRISON CONGRESS

BY

AMOS W. BUTLER

A MORE fitting name for the International Prison Congress would be the International Congress Against Crime. For the first time in its history it will hold a meeting in the United States, at Washington, next month.

Prior to this meeting the commissioners and delegates from about forty different governments will be taken on an excursion of the United States to visit courts and institutions representative of this country as far west as Chicago, Indianapolis, Jeffersonville and Louisville.

The special train from Chicago bearing these distinguished guests will arrive in Indianapolis Monday morning, September 26, 1910. After breakfast they will be taken to the several courts and nearby local institutions. They will go in automobiles to the several state institutions in and about Indianapolis, including the Indiana Boys' School at Plainfield and the Indiana Girls' School at Clermont, before noon. After luncheon they will have opportunity to inspect those institutions. Following this they will be taken about Indianapolis in automobiles and will visit some of the children's institutions. Dinner will be served at their hotels. In the evening a reception will be tendered to the foreign visitors by the governor at the state house. Following this they will leave for Jeffersonville and Louisville.

QUICK TO SEE ADVANTAGE

Several commercial organizations early saw the advantage to Indianapolis of a visit from these representatives of many lands. The following appointed committees to co-operate in arranging for their entertainment: The Commercial Club, Board of Trade, Clearing House Association, Manufacturers' Association and Trade Association.

Governor Thomas R. Marshall extended an invitation to the visitors to come to Indiana, and appointed a committee consisting of John H. Holliday, Demarchus C. Brown and W. H. Eichhorn, of the Board of State Charities, to represent the state.

COMMITTEES ARE ANNOUNCED

The following local committees have been chosen to represent the business organizations and the city:

Committee of Arrangements: Charles W. Fairbanks, chairman; John E. Hollett, vice-chairman; Hugh Dougherty, R. G. McClure, J. I. Holcomb, Meredith Nicholson, Mrs. J. B. Elam, Harry J. Milligan, Mayor S. L. Shank, Dr. George F. Edenharter, Sol S. Kiser, Franklin Vonnegut, Dr. J. H. Taylor, James G. Mueller, J. H. Holliday, Hilton U. Brown, Dr. John Kolmer, W. D. Allison, William Helfenberger, F. C. Jordan, John H. Furnas, G. A. Schnull, J. K. Lilly, T. B. Laycock, J. A. McGowan, Demarchus C. Brown, W. H. Eichhorn, Amos W. Butler.

Finance Committee—Hugh Dougherty, chairman; F. D. Stalnaker, J. H. Holliday, Joseph K. Lilly, F. C. Jordan.

Entertainment Committee—R. G. McClure, chairman; W. D. Allison, Sol S. Kiser, T. B. Laycock, James G. Mueller, Ross H. Wallace.

Transportation Committee—J. I. Holcomb, chairman; J. A. McGowan, H. O. Smith, Herbert H. Rice, Will H. Brown.

Reception Committee—Harry J. Milligan, chairman; Addison C. Harris, Albert B. Anderson, John N. Carey, Thomas C. Howe, Rev. Francis H. Gavisk, Demarchus C. Brown, Franklin Vonnegut, Rev. A. B. Philputt, James A. Collins, Dr. John Kolmer, Ferd L. Mayer, Dr. Hugo O. Pantzer, John J. Appell, Dr. Theodore Wagner, G. A. Schnull, Dr. Ira W. Christian, Rev. Joshua Stansfield.

Woman's Committee—Mrs. J. B. Elam, chairman.

The circumstances relating to the approaching meeting of this body at Washington are of interest. At the instance of the American Prison Association, President Theodore Roosevelt was authorized by a resolution of congress to invite the International Prison Congress to hold its session of 1910 in the city of Washington. The invitation was presented at the Budapest meeting in 1905 and was unanimously accepted. October 2-8, 1910, is the date chosen. The congress meets every five years. The congress of the United States has made an appropriation to defray the expenses of this international meeting. The American Prison Association will act as hosts to the foreign visitors, and the president of that association, Amos W. Butler, of Indianapolis, has been chosen as chairman of the general committee of the United States, which is composed of representative men and women from nearly every state in the union. Indiana is represented on that committee by Governor Thomas R. Marshall, Demarchus C. Brown, Indianapolis; Mrs. Fanny McKinney McKee, Indianapolis; Timothy Nicholson, Richmond.

The following governments have accepted the invitation of the department of state to be represented at the Eighth Prison Congress:

Hungary, British government, Venezuela, Guatemala, Spain, Turkey, Salvador, Canada, Cuba, Haiti, Honduras, Holland, Belgium, Norway, Liberia, China, Switzerland, Greece, Russia, France, Mexico, Costa Rica, Panama, Denmark, Bulgaria, Portugal, Italy, Chile, Uruguay, Colombia, Transvaal, Finland, Japan, Siam, Austria, Morocco, Peru, Porto Rico, Sweden, Servia.

Dr. Charles R. Henderson, of the University of Chicago, Chicago, Ill., the United States commissioner, will be the president of this International Prison Congress.

LAST AUTO RACES OF THE YEAR

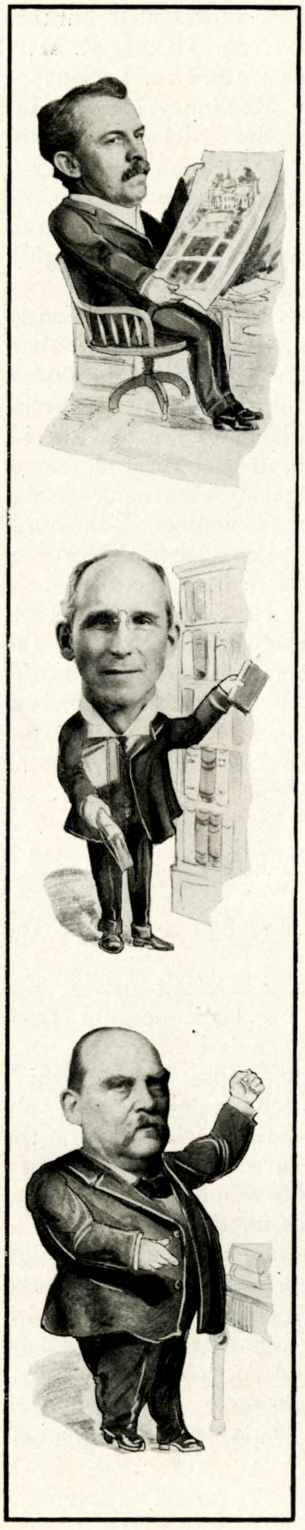
Twenty-one races will make up the program of automobile races to be given at the Indianapolis Motor Speedway on September 3 and 5, the closing meet of the year on that course. The management is making extensive preparations for it and is also making an active effort to obtain entries of cars from London, Paris, Berlin, Antwerp, Milan and other European capitals, while practically all of the American manufacturers will be represented by both stock chassis and their speediest racing motors.

To quicken the interest of the best drivers, both in this country and Europe, two choice prizes will be put up. One is the Remy brassard, which yields an income of $75 a week to the winning driver, and the other is the Speedway helmet, which pays $50 a week to the winner.

Bob Burman, a Detroit driver, has been swelling his bank account from these sources since last May. He won the helmet at the meeting in May, which paid him $50 each week until the July races at the Speedway, when he won the brassard and surrendered the helmet, which in July was won by Eddie Hearne.

The conditions for the shorter races at the coming meeting are such that high speed is assured, and the liking of the public for long-distance events will also be satisfied, for one of the races will be for 100 miles and another for 200 miles.

The automobile races will be followed on September 17 by a national championship balloon race.



MEN OF THE MONTH

Dr. Frank B. Wynn is, from this time forward, the king bee of the civic improvement idea. Arthur W. Dunn, who has held that distinction, or who, in other words, has been chairman of the Commercial Club's civic improvement commission, has resigned, to indulge in similar activities in Philadelphia. This in itself is "some compliment" to Indianapolis. But, to get back to Dr. Wynn. He has been interested in all phases of civic improvement and has done valuable service in this direction for the Commercial Club. He is particularly interested in the plan for a civic center, but takes a back seat for none in his desire to see a splendid park and boulevard system completed here.

Every national association when in quest of the very best presidents that the market affords turns an appreciative eye toward Indiana. Demarchus C. Brown is the latest to fall under the presidential glance. He has been chosen president of the National Association of State Librarians. It happened at Mackinac, Mich., whither Mr. Brown had hied himself in the pure pursuit of pleasure and learning, these two being incidents of the meeting of the association being held at the time. Mr. Brown, being state librarian of Indiana, was naturally a conspicuous figure at the gathering, for Indiana's literary fame is broad and well-founded. The rest was easy—too easy. He won in a walk.

Gentlemen, of the jury, you doubtless recognize W. A. Ketcham, Indianapolis, county of Marion, state of Indiana, ss. Mr. Ketcham's fame is in nowise restrained to the city which is proud to claim him as a citizen, but is state-wide—and even wider. He has had the pleasure of serving the people of Indiana as attorney general. His most recent honor is one conferred by the lawyers of Indiana, who have made him president of the State Bar Association. Mr. Ketcham is a forceful speaker and is never so eloquent as when assisted by an ever-present red handkerchief. He draws it upon the slightest provocation. When he is not in court or in his offices you'll find him at his club.

MEN OF THE MONTH

Well, here's another. Permit us to introduce Mr. P. S. Florea, secretary of the Associated Advertising Clubs of America. This is no new honor to Mr. Florea, but it's a fresh one. It was a re-election, and that's the truth about it. Looking at it in another way, it *is* a new honor, for in re-electing him the advertising men indorsed his record. The deed was done at Omaha, Neb., and the news traveled back home in a hurry. Don't know whether he had it in his platform or not, but *The Voice* is a mighty good plank for Florea. Yes, it's a magazine—the official organ of the advertising men of the United States. Florea started it and he's able to finish. Just give him half a chance.

For twenty-three years Peter B. Trone has been making trains, calling on the trade and telling good stories wherever there was a place where he could drop his grip. So, on the twenty-third anniversary "Pete" waved the life of a commercial traveler a friendly "twenty-three" and will let the other boys bring the stories in to him henceforth. During nearly all of his life on the road Mr. Trone represented Indianapolis business houses, and represented them well. His last work was with the Charles D. Pierson Company. He has succeeded the late Carey McPherson as secretary of the Indiana Travelers' Accident Association, and is on the job this very minute. Telephone, and see.

"Twenty-five years ago a fourteen-year-old freckle-faced messenger boy with a dinner pail on his arm, was returning from his day's work when he was overtaken by a gentleman in a phaeton, and on the messenger's own invitation accepted a ride. After numerous questions and satisfactory answers a bargain was struck whereby the messenger boy accepted the responsible position of office boy, at a salary of $15 per month, with Mr. Fred P. Rush, at that time one of the old reliable grain men of the city." Mr. Rush was the man in the phaeton and the boy was Bert A. Boyd. The quotation marks are his own. That's how he began. He's a big commission man now—25 years "big."

NOW COMES THE FAIR

LIKE a perennial garden, the Indiana State Fair begins to blossom in August, and comes into full flower in September. Year by year the exposition, like a well-planted hollyhock, shows increasing vigor and a disposition to spread, and the signs for the coming fair indicate that it will give meaning to its slogan, "Bigger and better than ever." Buds of preparation for the exposition can be seen in many directions other than on the heaped-up desk of Charles Downing, its secretary. The hotels some weeks ago began making reservations for guests, and the usual signs of "standing room only" will be hung out at the hostelries and boarding houses during fair week. While on the surface they seem to be sleeping soundly in their midsummer slumber, the theaters are preparing to open their coming season with strong attractions in fair week. The fair comes a week later than a year ago, the date being September 12 to 16 inclusive. This is to the liking of Indianapolis wholesale and retail merchants, for it means a larger inflow of autumn buyers and shoppers.

This is the time of year, too, when there arises the old, old question of the worth of the state fair to Indianapolis. It is evident that the exposition brings many people to Indianapolis. These visitors come mostly from Hoosier farms, the interurban towns are during the week drained of their population, and third in point of numbers come visitors from the larger cities of Indiana. Every part of the state is represented.

Mr. Downing, the fountain head of state fair information, does not have at finger's end or stored away in his archives any definite figures on what the state fair is worth to Indianapolis.

"While I can not," he said, "state its worth in dollars and cents—for I do not have opportunity to look into the cash registers over the city—I know, and so does everybody, that the state fair means a harvest time for the steam and interurban roads entering Indianapolis; the hotels, boarding houses and restaurants have their best business of the year; the theaters turn people away, and business houses make it a point to be ready for fall and winter trade the week the fair is in operation. All in all, I do not believe that any other enterprise draws so many people by many thousands to Indianapolis as does the fair. These visitors scatter their money in all directions. With the pocketbook of the fair visitor as a starting point, a money trail can be traced all over Indianapolis. And it sets Indianapolis money in motion, too. The Indianapolis family, with a houseful of country cousins, buys more of the retail grocer, and he, in turn, buys more from the wholesale house, and from many other sources money here at home begins its autumn travels because the fair is on."

THE RISE OF AN ERRAND BOY

An errand boy who slept at night on a husk mattress in the old Bee Hive dry goods store, at Washington and Meridian streets, in 1861, has passed to his rest, respected and honored as one of the greatest merchants and business men of Indiana.

This was the achievement of Hiram P. Wasson, president of H. P. Wasson & Co., who died suddenly at his home, 1116 North Delaware street, early in the morning of July 21. He was 65 years old, but despite recent illness was actively engaged in directing the affairs of his business at the time he was overtaken by death. He died in the harness he had worn ever since he was a boy of sixteen.

His first employment was in the Bee

Hive store, where he soon passed the stage of errand boy, and, by studying at night, attained such proficiency that he was given charge of the firm's books. Two years of labor over the books led to a desire to get into the "selling end." His wish was gratified, and he became sales manager in one of the departments. He filled every position in the store, and was made a member of the firm in 1874.

He went to Louisville with the firm in 1880, remaining there for three years, when he returned to Indianapolis and founded the business house which now bears his name. His success was constant and gratifying and grew with the years. The original business was at 12-14 West Washington street. From a small and modest establishment it has grown until it occupies a five-story building with an annex on the west and a warehouse at the rear.

Mr. Wasson was president of the H. P. Wasson Company State Bank, which he founded two years ago. He was a director of the Indiana National Bank, the Merchants' Heat and Light Company, the State Life Insurance Company and the Bobbs-Merrill Company. He was a member of the Commercial Club, the Board of Trade and the Merchants' Association. From 1886 to 1891 he was president of the McMillen Dry Goods Company, in Cleveland, and directed the affairs of the company by visiting the city from time to time. He won by working.

Mr. Dunn Resigns

Arthur W. Dunn, chairman of the civic improvement commission since its organization by the Commercial Club, and prominent in the public school work of Indianapolis, has resigned and has gone to Philadelphia, where he will direct the work of the City Club in a civic campaign.

Mr. Dunn has been an instructor in the public schools of Indianapolis for ten years, having for the last four years directed instruction in civics. During the time he has served as chairman of the civic improvement commission he has rendered valuable service both to the club and to the city. His resignation was accepted by the club with deep regret. Dr. Frank B. Wynn has been appointed to the chairmanship vacated by Mr. Dunn. Dr. Wynn is thoroughly in sympathy with the work and will give it his earnest attention.

To Be Bishop Chartrand

The Very Rev. Joseph Chartrand, pastor of SS. Peter and Paul's Cathedral, has been selected as coadjutor bishop of the Indianapolis diocese, succeeding to the place made vacant by the appointment of Bishop Denis O'Donaghue as bishop of Louisville. The selection of Father Chartrand has been announced as having been confirmed by the pope, and he has received hundreds of congratulatory messages.

The appointment carries with it the right of succession to the bishopric of Indianapolis, now occupied by Bishop Francis Silas Chatard. The announcement came to Indianapolis through Mgr. Falconio, papal delegate at Washington. Father Chartrand will be one of the youngest bishops in the United States. He is about 40 years old.

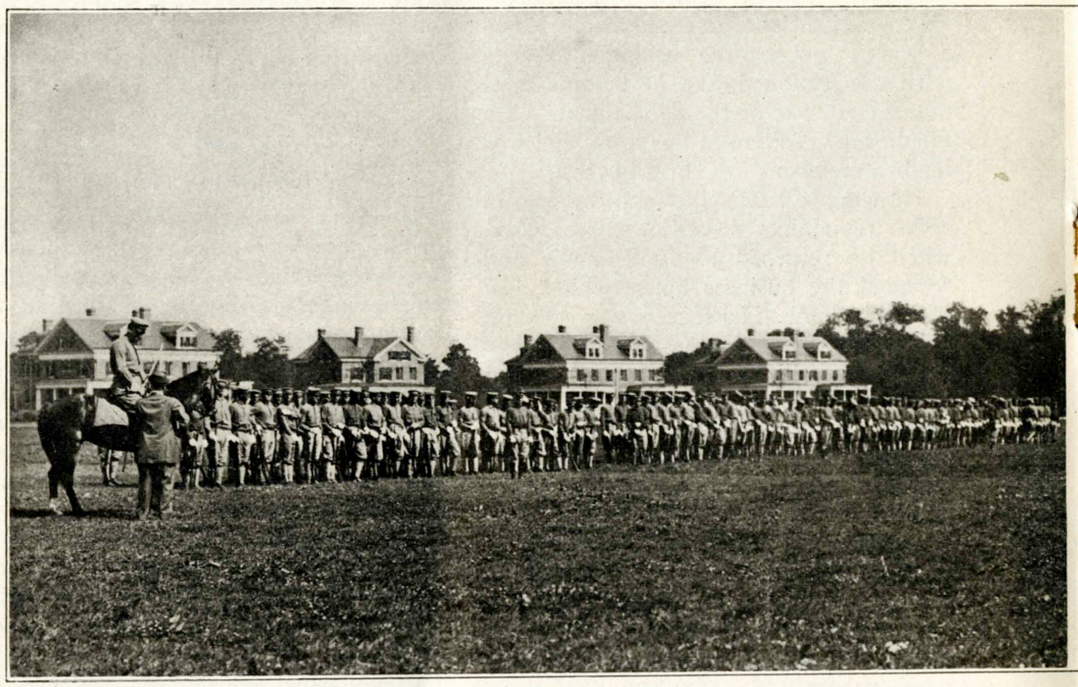
Corporations Worth $40,000,000

The Marion County Board of Review at its annual session, ended last month, listed 1,165 corporations for taxation and increased valuations $4,665,680 over those of 1909.

It is estimated by Samuel L. Montgomery, secretary of the board and chief deputy county assessor, that the total valuation of the 1,165 corporations is $40,774,020. Included in this estimate are banks and trust companies and 187 new corporations.

The increase is greater than during the preceding year, which is taken to reflect a healthy condition of business in Marion county, in which Indianapolis holds nearly all of the important corporations.

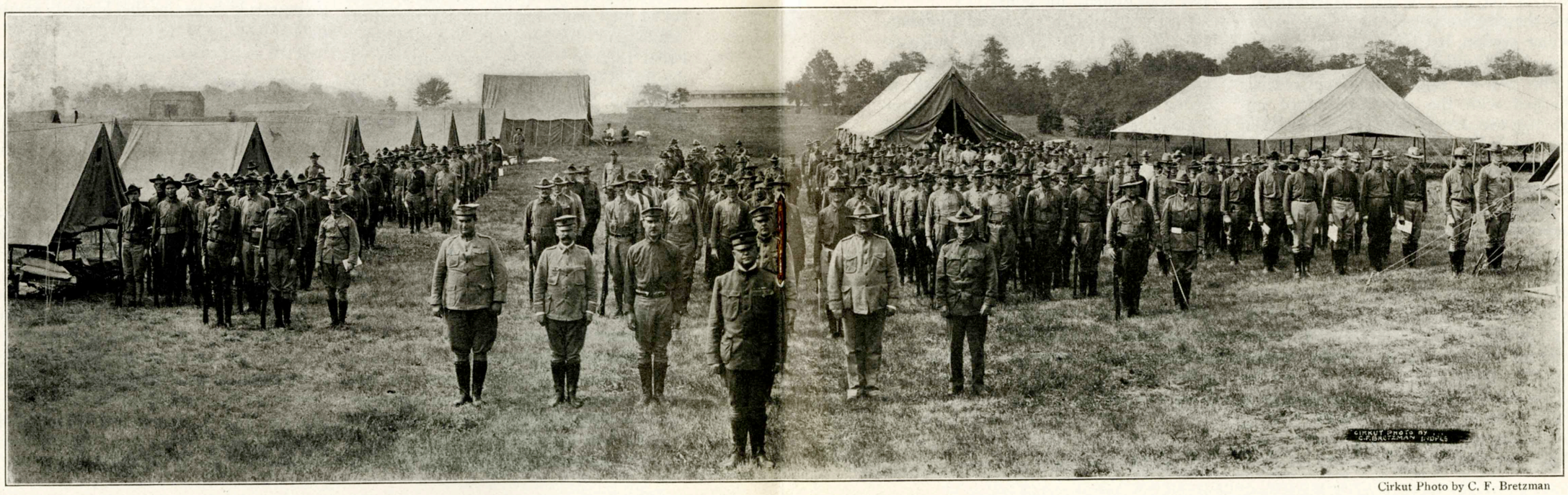
INCIDENTS AND SCENES OF DAILY ACTIVITY AT FORT BENJAMIN HARRISON



A MOMENT'S RESPITE

Courtesy of the Indianapolis Star

THE CHARGE



Cirkut Photo by C. F. Bretzman

A FORMATION AT THE MODEL CAMP

BRICK AND THE ROADWAY

INDIANAPOLIS was visited recently by a party of city engineers and other students of municipal improvements seeking information about the construction of brick pavements for city streets. City Engineer H. W. Klausmann diplomatically drove the visitors to the Motor Speedway and thereby avoided any prolonged inspection of the brick pavements of this city. Mr. Klausmann then accompanied the party on a tour which included Terre Haute, Cincinnati, Columbus and Cleveland. When he had returned home he admitted he had not known how wise had been his action in keeping the brick streets in this city in the background, for until he visited Cleveland he said he had not known what excellent pavements could be produced with vitrified brick.

For eighteen years Cleveland has been building brick pavements, and now has almost 600 miles of such streets. So satisfactory has this kind of improvement been that the country roads in Cuyahoga County outside the city are also being paved with brick, about 400 miles having been completed. The brick pavements inside the city are not confined to any particular section, but both residence streets and the thoroughfares used for heavy traffic are so improved. The officials charged with the responsibility of improving the streets told Mr. Klausmann that the brick pavements had proved to be not only the most economical but also the most sanitary.

The method of constructing brick pavements in Cleveland differs from that which has been used in Indianapolis in that the brick are cemented together. After a proper concrete base has been built and covered with two inches of sand, the vitrified brick are laid and a cement mixture carefully applied to the surface in such a way that it fills the crevices between the brick and also any defects at the corners or edges of the brick, binding the whole together in a compact mass. When the cement has hardened an absolutely smooth surface is the result. The particular advantage of this treatment is that the cement filler protects the edges of the brick and prevents them from being chipped or broken by the impact or horses' feet or metal tires. The officials pointed out many streets where these pavements had been down for from five to fifteen years with the surface in practically as good condition as when originally laid. The cement being as durable as the brick, the wear on the entire surface is practically uniform. There being no depression in which dirt and filth may accumulate, these streets are free from dust, and the lightest rainfall washes them entirely clean.

"It is almost impossible to make Indianapolis people believe that such pavements are possible," says Mr. Klausmann. "They naturally think of South Meridian street or College avenue or one of our other poorly built pavements when brick is mentioned. Yet these very pavements have worn longer than the average street improvement, even though they were not built with modern methods."

Most of the brick streets in Indianapolis were filled with tar or other soft substance, with the result that this soft filler did not protect the edges of the brick, allowing them to be chipped and broken until a cobblestone effect has been produced. Engineers also explained that the soft filler in time allows the water to pass down between the brick, causing the foundation to deteriorate.

The engineers who visited Indianapolis represented Toronto, Canada; Rochester, N. Y.; Columbus, Ohio; Grand Rapids, Mich., and they made their trip to Indianapolis and the other cities as guests of the National Paving Brick Manufacturers' Association, which has headquarters in this city. The brick track at the Motor Speedway, which is regarded as a model of brick construction, was built under the personal direction of Will P. Blair, secretary of the association.

JULY EVENTS IN INDIANAPOLIS

Fourth of July observed without loss of life.

Thomas A. Kincade, driver of racing automobiles, is victim of fatal accident at Speedway.

State Bar Association elects W. A. Ketcham president and approves reform of employers' liability law.

A. W. Dunn chosen general secretary of City Club of Philadelphia.

City council appropriates $500, and municipal bathing beach is established.

The Rev. Joseph S. Jenckes dies suddenly.

Indianapolis Trade Association makes one-day "boosting" trip.

City authorities place ban on prize fight moving pictures.

Broad Ripple again applies for annexation to Indianapolis.

Hiram P. Wasson, representative merchant and business man, dies suddenly.

The Very Rev. Joseph Chartrand becomes bishop coadjutor of Indianapolis diocese.

Superintendent C. N. Kendall recommends $40,000 increase in salaries for Indianapolis school teachers.

Merger of Fletcher National and American National Banks is announced.

Prof. James S. Black, widely known as "voice builder," dies.

Grand Opera House passes into hands of Keith interests.

Commercial Club proposes sign at Union Station which will bear slogan "boosting" Indianapolis.

Dr. Frank B. Wynn is appointed chairman of the Civic Improvement Commission.

Engineers from all parts of the country plan paving conference in Indianapolis.

Brightwood citizens oppose sale or lease of their waterworks system and plant.

Brig.-Gen. Charles L. Hodges, new commanding general, department of the lakes, inspects Fort Benjamin Harrison.

MILLIONS FOR EDUCATION

INDIANAPOLIS spent nearly $1,400,000 in public school work during the year ending July 1, 1910. The actual figures, as they were reported to the board of school commissioners were $1,392,783. Of this amount $628,439 was paid, as salary, to teachers.

The public schools of Indianapolis are regarded as model by educators of other cities. But even this reputation does not content those who are responsible for them. Improvements are being constantly made, and improvements require money. One of the movements that will tend, materially, to increase the efficiency of the city's school system, is that looking toward higher salaries for the teachers. One increase in salaries was recently granted.

Superintendent C. N. Kendall has recommended to the school board increases in salary for the teachers aggregating $40,000. This recommendation is being considered by the board. It is said that the board members feel that the increases are just, but are somewhat puzzled as to where to get the money to meet the added expense.

The board of directors of the Commercial Club favors strongly increased salaries and recently approved a petition of the Indianapolis Federation of Public School Teachers which is agitating the question. The increase asked would affect 450 teachers and would amount to $47,000 yearly. The Commercial Club urged that the board of school commissioners grant the increase and if necessary, take advantage of the law which permits them to increase the tax levy 3 cents on each $100 of taxable property for this purpose.

This recommendation was presented to the board and was referred to the finance committee with instructions to make an early report.

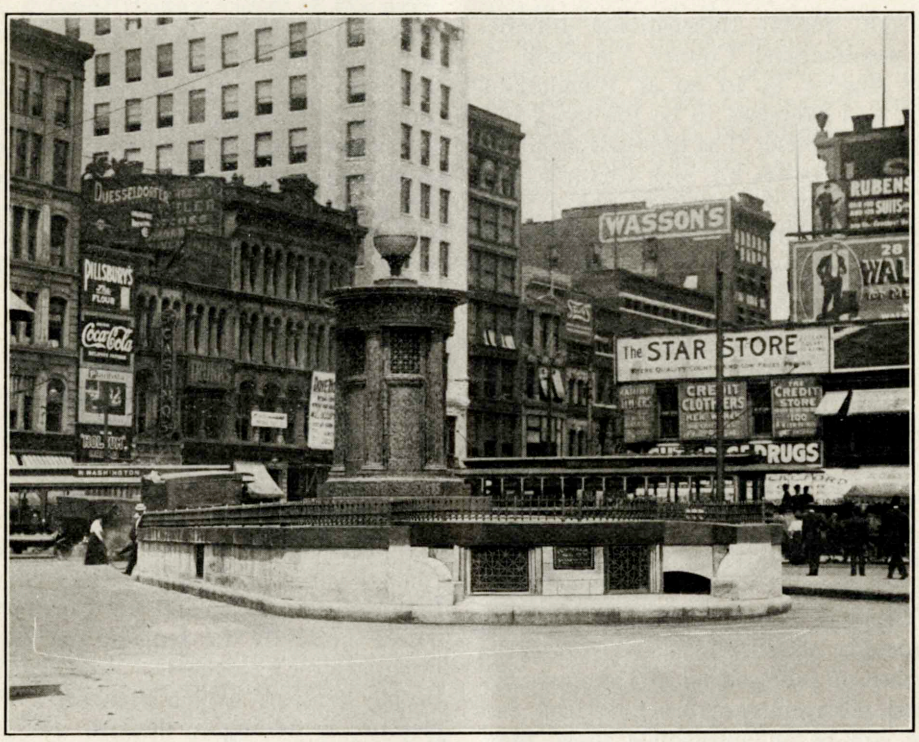
The school commissioners have taken a ninety-nine-year lease on the Fitzgerald property at 815 North Meridian street with an option to purchase at any time within the life of the option. The property will be used as offices for the school officials. The rental increases with the years from $4,950 per annum to $5,625. The purchase price increases correspondingly, it being possible to buy the property within the first two years for $110,000. In ten years the price increases to $125,000, where it remains unchanged until the lease expires.

A Miniature Exposition

At Cincinnati there is to be a miniature exposition from August 29 to September 24, occupying space on each side of the canal a distance of eight city blocks—with the Music Hall as the central building—and the municipal and other large buildings aggregating about forty acres. The Indianapolis commissioners—Robert G. McClure, the Commercial Club; Will H. Brown, Indianapolis Trade Association; W. H. Howard, Indianapolis Board of Trade—visited the exposition grounds and buildings, which were in the course of erection, June 29 and 30, with a view to studying the possibilities of the enterprise. They were a little dubious at first, being of the opinion prior to the investigation that this exposition was probably the Cincinnati "Fall Festival" on a somewhat larger scale. The facts are just the opposite. They learned that from 400,000 to 700,000 people would visit the Ohio Valley Exposition, principally from the southern and central states. They found that all the river cities from Cairo to Pittsburg were deeply interested and had engaged space for their exhibits.

The exposition chiefly commemorates the "year around" navigation of the Ohio river, which will be brought about by the completion of "Fernbank Dam," known as Government Dam No. 37 of the Ohio river, during the present month.

NEW COMFORT STATION OPENED



THE new public comfort station at Kentucky avenue and Illinois street has been completed and has been thrown open to the public.

Assisting in the dedication was Charles A. Bookwalter, former mayor, who, with the Commercial Club, began the agitation which has resulted in the present building. Mr. Bookwalter hoped to get the structure under way during his administration, but it was necessary to re-advertise for bids, and the work went over into the Shank administration.

Mayor Shank promptly committed himself to the plan and publicly declared through FORWARD! that he would use all of his energies to carry out the plan. He kept this promise. There was little delay, and the building, for which an appropriation of $20,000 was made, was constructed for about $17,500. Foltz and Parker are the architects. The station is underground, only the roof and a tower, through which the foul air is ejected, being visible above the pavement.

The building is 40 x 78 feet, and is divided into two departments, for men and women, with entrance at either end.

More Light

One hundred and ninety-three new arc lights are being installed in Indianapolis. In no other department has Indianapolis improved more rapidly this year than in that of "more light." The business streets have undergone a transformation, and instead of being dark and unattractive at night are now bright and pleasing to the eye.

The demand has been insistent for arc lights in many residence sections, and after a thorough canvass of the needs of all sections, 193 additional arc lights were ordered. The Indianapolis Light and Heat Company is putting them in.

A CITY'S COUNTY FAIR

THE annual International Interdenominational County Fair will be held August 15 to 20 at Wonderland park, and promises to be the most successful ever held. The proceeds go to the Summer Mission for Sick Children, and the managers expect to make several thousand dollars for that worthy charity. Many attractions will be operated during the week, all of which will be home managed and home produced. No such shows as usually follow street fairs and carnivals will be imported, as the management has made a reputation in the past for presenting only clean and wholesome entertainment. As usual, the Elks will put on a minstrel show under the supervision of Max Siegel, and the reputation of the Elks for good entertainments guarantees this feature.

Charles F. Hurst will manage the big vaudeville show, which will present a number of professional and semi-professional entertainers. An industrial feature will be an automobile show, managed by Charles A. Tutewiler, assisted by P. P. Willis, Herman Deupree and O. T. Roberts. The shoot the chutes and the scenic railways will be operated by experienced men in order that safety may be assured. Other entertainment features will occupy the various buildings, and there will be a band concert every night. A number of the church societies and other organizations are interested, and more than 250 people will contribute their services every night to make the fair a success.

The enterprise is managed by an executive committee, of which Charles A. Tevebaugh is president, C. D. Boyd and Merle Sidener vice-presidents, Frank W. Olin secretary and F. M. Sieg general manager.

The Summer Mission for Sick Children is operated by an incorporated society, of which Thomas C. Day is president. It occupies ground near Fairview park, and during the summer months from seventy-five to one hundred and twenty-five sick and ailing children are cared for every day. In addition a number of mothers, worn by the constant toil of earning support for their families and caring for the sick ones, are also accommodated at the mission. The county fair produces a considerable amount of the fund each season for the mission.

Two Belated Slogans

"Slogans of the Cities," published in the July FORWARD! attracted wide interest and has come to the attention of two cities which have slogans, but which were, unintentionally, omitted. These are Poughkeepsie, N. Y., and Birmingham, Ala. Henry T. Hoag, secretary of the Poughkeepsie Chamber of Commerce, writes promptly to remedy the error. Poughkeepsie's slogan is, "Poughkeepsie People Prosper," which FORWARD! takes pleasure in adding to the list. "It is a true slogan," said Secretary Hoag, "and we are proud of it."

Birmingham's slogan is, "Not for Self, But for All." It also is added herewith. This information comes from Joseph B. Babb, secretary of the Birmingham Chamber of Commerce. He pays FORWARD! a compliment, offering congratulations upon its continued improvement. "It is one of the neatest and most entertaining magazines coming to our library," he says. Mr. Hoag also offers congratulations to FORWARD!

New Traction Line Enters

An agreement has been reached between the Beech Grove Traction Company and the Indianapolis Traction and Terminal Company whereby the Beech Grove line will have clear sailing. The city was also involved in the differences which existed and which have now apparently been smoothed away. This will

give Indianapolis another traction line and will further clinch the city's title as the greatest traction center in the world.

One of the chief bones of contention was that of freight traffic. Under the present agreement the new line may carry freight into Indianapolis as it desired, but the freight cars will not cover the same route as the passenger cars, the freight cars thus being kept out of the shopping district.

Trade Association Active

The Indianapolis Trade Association is continuing its activity, and is wielding a large influence in exploiting the Indianapolis wholesale and manufacturing market. Two trade extension trips have been taken and two more are now contemplated.

A two-day trip will be taken to Terre Haute and surrounding towns, beginning August 18, and a five-day trip will be made with a special train on the steam railroads into southern Illinois early in October.

The members of the association held their mid-summer meeting recently on the roof garden of the Columbia Club and considered various plans for the future. Many of the members of the Trade Association are also members of the Commercial Club and the Board of Trade, which has assured a co-operative spirit between the several organizations all aiming at the same accomplishment—that of advancing the general welfare of Indianapolis.

The City's Books

According to the annual report of Miss Eliza G. Browning, city librarian, there are 150,539 books in the city library. Of these 11,687 have been added within the last year.

During the year there was a gain in circulation of 9,785, the circulation being 461,200. The receipts for the year were $2,518.

Commercial Club Improvements

The changes on the sixth, seventh and eighth floors of the Commercial Club building are being worked out by the house committee, the president, secretary and Architect Bohn as a general committee. On account of the leases in the Commercial Club building and the time required in preparing the specifications and securing bids from the contractors, the work will not begin until August 15. The committee believes that with good management the work will be completed not later than October 1. It is quite probable that the cafe and the different social features of the club will have to be closed for a short period of time during the process of alterations, announcement of which will be made in due time. The general public work of the club, however, will continue as before, the directors and committees meeting in rooms that will be especially prepared for that purpose during the progress of the changes.

Tale of Two Cities

LOUISVILLE, KY., July 13.

R. G. MCCLURE, Secretary Commercial Club, Indianapolis, Ind.:

New telepost service inaugurated in Louisville today. Means another wire between "No Mean City" and "The Place to Live." We hope it will accentuate the ties of neighborly consideration and friendship. If you can't come to see us, telepost a message.

BRINTON B. DAVIS,
President Louisville Commercial Club.

BRINTON B. DAVIS, Louisville, Ky.:

Telepost received. Congratulations. This is another link in the long chain of conveniences which tend to make our cities true examples of their respective slogans—"The Place to Live" is "No Mean City." Indianapolis is delighted with this additional service, which will greatly facilitate our neighborly relations.

R. G. MCCLURE,
Secretary Indianapolis Commercial Club.

COMING EVENTS

Railway Men Meet with Governor	**August 11**
Retail Shoe Dealers	**August 11**
Indiana Traveling Men Picnic	**August 13**
G. A. R. Reunion at Fairview	**August 13**
Interdenominational County Fair	**Aug. 15-20**
Trade "Boosters'" Trip	**August 18**
Kappa Alpha Phi Fraternity	**Aug. 24-26**
Teachers' County Institute	**August 29**
Automobile Races	**Sept. 3-5**
State Conference Seventh Day Adventists	**Sept. 4**
Indianapolis Bar Association	**Sept. 7**
Indiana State Fair	**Sept. 12-16**
Visit of Prison Congress Delegates	**Sept. 26**

Business Briefs

Courtland Van Camp has sold his one-fourth interest in the property on the west and south sides of the American National Bank building. The property was purchased originally from the United States government. Mr. Van Camp sold to the Central Trust Company, trustees for the Daniel Erwin estate, one-third of his interest. W. H. Coleman purchased the remainder. It is said that the price was $175,000.

Eighty-four clerks in the Indianapolis postoffice have received an increase in salary of $100 per annum each. The increase is automatic, and is given clerks on July 1 of each year if they have passed the efficiency test. Eighty-five clerks were eligible for increase, and only one failed to pass.

The legal reserve of the Indianapolis banks, as announced by the controller of the currency recently, was 28.71 per cent, which was a better record than that of ten other cities in the middle west. The compilation was made June 30, but was not announced until later.

The Indiana Avenue Merchants' Association is anxious to have the street car line changed so that Riverside cars will run out Indiana avenue and connect at Blake street instead of going over the present route.

The A. A. Hannah property, 5087 East Washington street, has been sold to William D. Pern, of Kokomo, for $10,000.

A 10,000 ampere storage battery has been installed by the Merchants' Heat and Light Company in its substation at 27 West Pearl street. The battery is the largest of its kind in Indianapolis.

The Van Camp Hardware and Iron Company has increased its capital from $300,000 to $400,000, the increase being in common stock only. George S. Winders, manager of sales, and J. A. Schlueter and A. R. Dewey, employes, have been admitted as stockholders. It is a policy of the Van Camp Company to recognize its employes in this manner.

An effort is being made to bring to Indianapolis in September the first convention of revenue collectors. Chicago is also in the field. Deputy Collector Frank M. Smith is trying to land the meeting for Indianapolis.

The Shank Furniture and Storage Company and the Hogan-Carse Construction Company have been merged. The new company is incorporated as the Hogan-Carse Company. The incorporators are Carlin H. Shank, John W. Hogan, O. M. Carse, Edward Payne and Oscar Lee.

Goldstein Brothers have leased the four-story Wilson building at 12-18 North Delaware street. This building adjoins the present Goldstein store. The two will be combined and the store will have floor space of 35,000 square feet.

C. M. Hobbs & Sons, having a large nursery at Bridgeport, have opened an Indianapolis office at 927-928 State Life building, with O. A. Hobbs in charge. This firm has rendered considerable service in beautifying Indianapolis, as both father and sons are expert nurserymen and landscape gardeners. Much of the planting for this sort of improvement will be made during the fall and winter.

THE TRACTION CITY

(Louisville Courier-Journal.)

A new trolley line has just been put in operation between Indianapolis and Newcastle, Ind., a distance of fifty miles or more.

No city in the Union is so well supplied with trolley lines as Indianapolis, and they are still being built. Wherever they are being built they are bringing communities closer together, they are enhancing both urban and rural prosperity, they are making better and easier conditions of living, and they are adding to the wealth of state and nation.

There will no longer be any excuse for Indianapolis not knowing Newcastle. A large number of people will find their way frequently to Indianapolis, where their trips heretofore have been occasional.

Didn't the farmers wave their hats and the farmers' wives wave their babies as the interurban swept by? Next week they will be buying tickets. Already they have been planning excursions "to Indynoplus," as our venerable friend Abe Martin would put it, for many weeks.

No ambitious city can afford to neglect the trolley line in making calculations for its future growth and in seeking for ways and means of expansion.

The Labor Day Committee has chosen Joseph R. Lumley as grand marshal of the Labor Day parade; Frank Johnson was named as assistant grand marshal. The committee contemplates speaking, games and other forms of amusement for Labor Day. The celebration will be held at Labor Park.

Hugh J. Baker has opened offices as consulting engineer at 408 Majestic building. Mr. Baker has had considerable experience in architectural and engineering designing. Indianapolis is fortunate in attracting a number of the higher grade of young professional men whose character and ability will be an advantage to those phases of the city in which their line of endeavor leads them.

Luman K. Babcock, secretary to Mayor Shank, and Fred B. Johnson, until recently head of the department of journalism at Indiana University, have formed a law partnership and have opened an office in the Pythian building. Mr. Babcock will continue as secretary to the mayor.

The Sullivan and Considine Vaudeville Company has acquired the Colonial Theater lease and will operate the house this winter.

The Grand Opera House will be known as Keith's Grand Opera House when it is opened to the public this fall. It is named for its new owner.

The 1911 convention of the American Chemical Society will be held in Indianapolis at a date not yet chosen. This was decided at this year's meeting at San Francisco, which was attended by H. E. Barnard, as delegate from the Indiana section.

The receipts of the Indianapolis postoffice for June were $100,917.53, as against $86,358.26 for the same month in 1909.

Men and Affairs

One of a series of four addresses to be delivered in Indiana in September or October by Dr. H. W. Wiley, United States chemist, will be delivered in Indianapolis. This information has reached Dr. J. N. Hurty. Dr. Wiley's addresses are to be made before farmers' institutes, and are upon the general subject of "Public Health."

Addressing the members of the State Bar Association, Governor Thomas R. Marshall said recently: "A lawyer is as much an officer of the court as the judge. It is the business of the lawyer to practice law, and it is not his business to 'fix' legislatures."

Walter Brookins, the young Wright aviator who made Indianapolis sit up and crane its collective neck when he went up 4,900 feet in a biplane at the Speedway, has broken his own record. At Atlantic City he reached the altitude of 6,175 feet, the world's record.

Charles L. Farrell, formerly of Indianapolis, has been elected president of the Essex County National Bank, of Newark, N. J. He was once cashier of the Capital National Bank, of Indianapolis.

The congregation of the Third Christian church has given up the brick and frame structures at Thirteenth street and Ashland avenue, where the services of the church have been held for forty years. The old buildings have been sold and surrendered to St. Paul's German Evangelical church, the Third Christian church having now under construction a fine new building at Broadway and Seventeenth street. In the meantime services will be held in the infantry armory on Thirteenth street.

Merrill Moores, a prominent member of the Indianapolis bar, has been at the Fletcher sanitarium for several weeks suffering with a blood clot on the brain. For a time his recovery was despaired of, but it is now believed that he is gradually improving, and that recovery is assured.

Demarchus C. Brown and Miss Eliza G. Browning, of Indianapolis, were honored at the recent meeting of librarians of various states held at Mackinac, Mich. Mr. Brown is state librarian, and was chosen president of the National Association of State Librarians, and Miss Browning was elected a member of the council of the American Library Association.

Charles N. Wilson, president of the American Engineering Company, has written a novel, "Thro' the Buhrs," which will be published about August 20. Edward Mason, an Indianapolis artist, illustrated the book. There

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
710 Majestic Building

BUSINESS MAN GO FISHING
Every man owes his brain and body a certain amount of rest. Come here and let us equip you for a
LITTLE RECREATION
GUS HABICH THE SPORTSMAN'S STORE 142 East Washington St.

Ames Iron Works
Established 1854 L. A. POUNDSTONE, District Mgr.
STEAM ENGINES AND BOILERS
Our Specialty is Engines for Electrical Service
Lowest Maintenance Cost Obtainable
705 Traction Terminal Building Phone Main 486

Interior Decorating and Frescoing
F. J. Mack & Co.
Main 5558 : New 1726
No. 26 Kentucky Avenue

are scenes and illustrations taken from Indianapolis and southern Indiana, as well as Omaha, New York and Chicago.

Robert W. Kinsey is the new secretary to Martin Hyland, superintendent of police. Mr. Kinsey served four years as an assistant in the office of the adjutant-general, and was later deputy county assessor. He succeeds Oscar J. Queisser, who has resigned.

Robert J. Aley didn't escape when he attended the recent meeting in Boston of the National Education Association. He was made a member of the general nominating committee. Mr. Aley is state superintendent of public instruction in Indiana.

The Fourth of July in Indianapolis was fairly "safe and sane." There were a number of injuries, but no one was killed, and there was no loss by fire. It was the most orderly celebration of the Fourth the city has had in years.

Broad Ripple has tried to be annexed again, and has found the city council in a non-receptive mood. The ordinance was introduced and is being considered.

Dr. J. Q. Byram and Dr. George E. Hunt, of Indianapolis, have been elected, respectively, supreme worthy master and supreme historian of the Delta Sigma Delta fraternity at its Denver meeting.

William E. Wood, father of John B. Wood, clerk of the board of public safety, is dead. Mr. Wood at one time acted as purchasing agent for the government during the civil war.

L. S. Ayres & Co. have offered to present to the school children of Indianapolis 50,000 catalpa trees to be planted on Arbor day. The school board is considering the offer.

Woodruff Place expects to install a new lighting system and repave its streets with asphalt. At present the streets are lighted by arc lamps, hung from poles extending through the center of the drives. These will be removed and tungsten lights will be used on iron poles along the walks.

Dr. George F. Edenharter has been elected by the American Medico-Psychological Association as one of its delegates to the International Prison Congress, in Washington, D. C., in October.

Wallace W. Maines has resigned as superintendent of the Marion County Poor Farm and has been succeeded by George Beaman, who was steward at the farm under Mr. Maines.

Work on the new building of All Souls' Unitarian church has been begun, and in the meantime the congregation will worship in the Universalist church, at Fifteenth and New Jersey streets.

George W. Benton, who resigned as principal of Shortridge High School, has accepted a position as Indiana manager for the American Book Company. He will continue his residence in Indianapolis. When Mr. Benton re-

EVEN IF YOUR PRINTING IS OF THE VERY BEST QUALITY IT IS NO BETTER THAN YOU OUGHT TO USE—YOUR PRINTING WILL BE OF THE VERY BEST QUALITY—

IF IT IS DONE BY THE

Cohea-Bramwood Co.

THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

Catalog Printing is Our Specialty

Telephones, New 3951, Old Main 2484

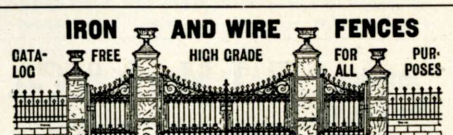
An Announcement

For the convenience of our many friends and patrons in Indianapolis we beg to announce that we have opened offices at 927-928 State Life Building. These offices will be in charge of Mr. O. A. Hobbs, who will be glad to receive you or answer calls. New Telephone 881 or Old Telephone, Main 6206. We are prepared to do your landscape gardening. Trusting that you will appreciate our efforts to serve you in our line, we beg to remain,

Very truly yours,

C. M. Hobbs & Sons
NURSERYMEN BRIDGEPORT, IND.

HUGH J. BAKER
Consulting Engineer
ARCHITECTURAL
Concrete Steel
408 Majestic Main 461



ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. Indianapolis, Ind.

signed he expected to become superintendent of the public schools of Sioux City, Iowa, but changed his mind after an investigation.

W. C. Smith, formerly of the Winona Technical Institute, is now in Boston, Mass., where he is serving as secretary of the State Executive Committee of the Young Men's Christian Association. He was interested in the work of the Commercial Club here, and has carried his interest with him.

The Seventh Day Adventists will have a state conference on the grounds of the Winona Technical Institute from August 25 to September 4. There will also be a few preliminary meetings. There are 2,000 members in this state and some are expected from other states. They will camp, in tents, on the Winona grounds.

James S. Black, who had been a resident of Indianapolis since 1867, died at his home last month, having lived to see his ninety-first birthday. Prof. Black was widely known among musical people, having been for years a teacher of voice. Prof. Black had views of his own and methods which sprung from them. He was a "voice builder" and believed that almost any one could be taught to sing.

The Rev. John M. Walker has been appointed pastor of the Broadway M. E. Church in Indianapolis, succeeding the Rev. C. E. Bacon. The Rev. Mr. Walker comes from Greencastle, where he was pastor of the Locust Street M. E. Church.

Spurred by the many drownings in Fall creek and White river the city council has established a municipal bathing beach at Fall creek and College avenue. Here, under the supervision of "Pop" Snyder, the boys of Indianapolis may swim in safety. They are taking advantage of the opportunity. The council gave $500 for the establishment of the beach.

Walter D. Hart, head of the mathematics department at Shortridge high school, has resigned and will become a member of the faculty of the University of Wisconsin.

"Joint Life"

"Partnership" and "Corporation" Life Insurance, covering two or more lives under ONE policy, is my specialty. Circulars and estimates free. Write today

William A. Hungerford
Insurance Agency, 203 Newton Claypool Bldg.

It Would Not

put an absolute stop to defalcations if every employe in the country handling money, accounts or stock for his employer were put under corporate surety bond

It Would

act as a strong deterrent—and it would

Pay You Back

if *your* employe took anything from you. The cost is slight.

You Can't Afford To Take the Risk

Bond your employes in the conservative

Federal Union Surety Company
Lemcke Building, Indianapolis

Plate Glass, Personal Accident, Bank & Merchants' Burglary Insurance

W. H. Buderus
CONSULTING ENGINEER
Special Machine Designer
Automobile Design Experimental Work
601 MAJESTIC BLDG. MAIN 4241

Celebrated Racine Line
BUSINESS WAGONS, DRAYS, DUMP CARTS, ETC.
Repository, 521-7 E. Washington
Phone, Main 7812
Phone, New 3417 **JAS. R. DEEL**

Fred A. Gregory John J. Appel
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

That New Home

that you have been talking about with those snug corners, window-seats, bath, furnace, electric lights, gas, sewer connection, large lots, colonial brick grates, in fact, all up-to-date,

Is Now Within Your Reach

We will build to order in any good location and furnish nine-tenths of the money and sell to you on easy payments. We have some beautiful homes, some of which are bungalows, now under construction.

E. E. SHELTON, Manager Sales Dept.
Cottage Construction Co.
Established 1894
No. 2817 Clifton Street Both Telephones

Capital Stock, $250,000 Shares, $10.00 Each

THE COMMERCIAL CLUB
INDIANAPOLIS

Application for Membership

_____ 191__

To the Membership Committee of the Commercial Club:

The undersigned hereby makes application to become a member of THE COMMERCIAL CLUB OF INDIANAPOLIS (in conformity with Sections 1 and 2, Article 5, of the By-Laws), and subscribes for_____ share____of stock in said Club of $10.00 each, for which he agrees to pay the face value thereof to the Secretary of the Club on or before_____ 191__

This Subscription is Conditioned Upon the Approval of the Undersigned Application for Membership

To become a Resident Member the cost is:

One share of stock - - - $10.00
Membership fee - - - - $5.00
Semi-annual dues - - - $5.00
(Dues payable Nov. 1 and May 1)

Name_____

Business Address _____

Firm _____

Business, Profession or Capacity_____

TEAR OFF AND MAIL TO THE COMMERCIAL CLUB

To the Readers of FORWARD Magazine Who Are Not Yet Members of The Commercial Club

YOU are cordially invited to add your influence to the work being done by THE COMMERCIAL CLUB for the betterment of the City of Indianapolis, not only to make it greater commercially, but a cleaner, pleasanter city in which to live. We feel that every man owes the community in which he lives some of his time outside of his personal business.

The Commercial Club has taken up the work of boosting Indianapolis since 1890. If you are not yet a member, we want you to become one immediately. The City needs your services. Under the direction of some of the ablest men of the City, the movement has made much progress, but your individual co-operation will aid greatly in the work to be accomplished.

Besides the daily association with the foremost business and professional men of the City, who meet at the Club rooms, there are many other advantages to be gained by becoming a member. Have one of your friends who is a member take you through the rooms and learn all you can about the Club, its work and purposes—the closer you look into the matter the more you will want to become a member of the Commercial Club.

WE WANT YOU.

Very truly,
THE MEMBERSHIP COMMITTEE,
JOHN D. BROSNAN, *Chairman.*

Commercial Club Members

The following new members have been elected by the Commercial Club:

H. T. Bennett, 605 State Life building, lumber.
H. J. Brownell, Peerless Chair Company, general manager.
R. N. Miller, 1005 Law building, lawyer.
Charles M. Morgan, Sun Publishing Company, general manager.
Neal P. Olsen, the Rumford Company, state agent.
Sol Schloss, Schloss Bros., clothing.
W. E. Smith, Blue Valley Creamery Company, manager.
Milo H. Stuart, Manual Training High School, principal.
R. E. Claypool, Casualty Company of America, manager.
R. F. Haddath, public accountant and auditor, Cincinnati, Ohio.

What They Say

Samuel H. Shank, United States Consul at Mannheim, Germany, writes: "I have just finished reading a copy of FORWARD! and wishing to add a little more power to your arm, I am enclosing a small slip of 'God's money' which I found floating around over here. I hope you will keep up the good work and that Indianapolis may become what her location and position entitle her to be. I hope the 'boosting' spirit will permeate all the people, for then there will be no limit to the possibilities."

"I have received several copies of FORWARD! which I have read carefully, and take pleasure in sending you a dollar, for which you may put my name on the list as a regular subscriber. I think it a very necessary magazine for any business man of our city to have."—Dr. P. C. Read.

"This month's FORWARD! would be an honor to any city, and I must confess, in going over this number, that Indianapolis seemed dearer to me than ever. I wish to congratulate the club on its new plans for remodeling the clubrooms. It certainly looks good to me, but if FORWARD! continues in its present high standard, it will take a new and larger building to take care of this 'Greater Commercial Club.'"
—H. R. Ihrie, Terre Haute, Ind.

YOUR ACCOUNT SOLICITED

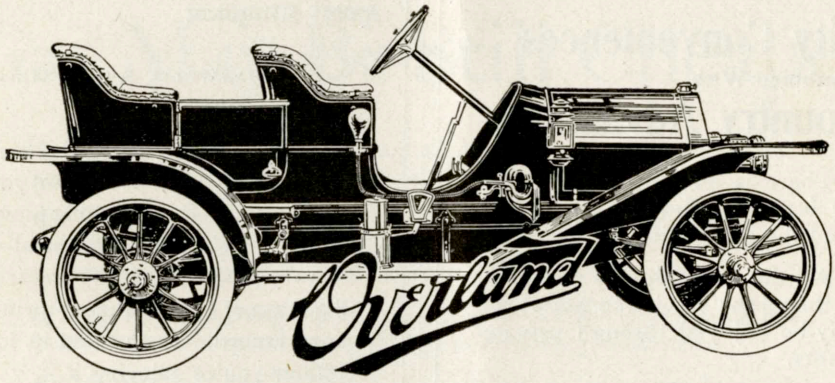
4% Paid FIDELITY TRUST COMPANY INDIANAPOLIS on Savings

OUR MAXIM
Safe, Conservative, Progressive

Fidelity Trust Co.

WM. M. FOGARTY, President

Phones 73 156-158 East Market Street



The Car That Goes the Route

Why not buy a car that you can depend upon? Six OVERLAND cars used on the Indianapolis Trade Association trips, total distance of six hundred and forty-seven miles, without a single adjustment.
ASK ANY MEMBER of the Indianapolis Trade Association who went on the BOOSTER TRIPS.

Runabout, $1000—Toy Tonneau, $1100
Roadster, $1250—Touring Cars, $1400 and $1500

Fisher Automobile Company : 400 North Capitol Ave.

Twenty-Five Words
BY TELEGRAPH
Twenty-Five Cents
SENT ANY TIME
Day or Night

Fifty-Word Telepost for Twenty-Five Cents sent by wire and delivered from receiving station by mail

Telepost Co.

No. 11 West Market Street
F. B. BRADLEY, Manager

Indianapolis is connected with

Kansas City **Chicago**
Louisville **St. Louis**
Terre Haute **Sedalia, Mo.**
Springfield, Ill.

YOU Know whether FORWARD is worth one dollar to you as a city booster.

ARE You paying anything of the cost of putting Indianapolis on the map?

THE Commercial Club is publishing FORWARD to help the whole city.

ONE Dollar makes you an active backer of greater Indianapolis.

Slip one dollar into an envelope with your name and address and mail to FORWARD, The Magazine for Indianapolis.

City Conveniences
Combined With
Country Advantages

¶ There is no longer any cause for fearing to build a home beyond the city limits.

¶ All the conveniences provided by the public service corporations may be enjoyed through private plants.

¶ We furnish at surprisingly small cost a system that puts running water in every room of the house if wanted.

¶ G. E. HOMSHER, of the FLINT & WALLING MANUFACTURING CO. can supply the plans and the system.

46-48 Kentucky Ave.

Hotel Kingston

INDIANAPOLIS, August 10.

My Dear Wife:

I'll bet you're having the time of your life—and I don't want you to even think about coming home until cool weather. Go ahead—tell me all about the lake breezes, the steamer trips and your swimming record. I can stand it, for I know you're enjoying it.

Am mighty busy and am getting along fine. It was pretty lonesome last summer, and inconvenient, too, staying in the house alone. I'm glad you suggested *The Hotel Kingston* this summer. I'm mighty comfortable here.

With love, JOHN.

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews
OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

Pianos, Band & Orchestra Instruments
Sole Representatives of the Celebrated
WEGMAN PIANO
CARLIN & LENNOX
New 151—Main 151 5 and 9 East Market St.

Wall Paper
JOHN McGEE
New Telephone 3300 364 Massachusetts Avenue

The Marion Trust Company
INDIANAPOLIS
Pays Three Per Cent Interest on Savings

Gas May Be Still Cheaper

¶ The Citizens Gas Company needs three thousand more consumers—it now has seven thousand.

¶ When the company has ten thousand consumers, the stock holders will receive full dividends and the company will be in a position to consider further reduction in the price of gas to consumers.

¶ Just now the company is compelled to waste considerable gas and is forced to spend much money in obtaining consumers.

¶ Stockholders and citizens in general will make money by sending to the Citizens Gas Company voluntary applications for service, which will both provide a market for the extra gas and save the large cost of soliciting.

¶ It is the duty of patriotic residents of Indianapolis to use Citizens Gas Company products.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Sewell-Clapp Envelopes

Established 1875

Are the product of the oldest and the largest mill in the country making and selling direct Business Envelopes only and therefore offering superlative value and service

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

617 Terminal Building—Phone Main 220

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

¶ "What do you think of the big bank merger?"

¶ "Didn't know there was one!"

AS A BUSINESS MAN wouldn't you feel cheap to make such an answer to an acquaintance at ten A. M., just because you were not enterprising enough to KEEP POSTED on all the BIG NEWS developments of twenty-four hours by reading

THE INDIANAPOLIS STAR

FRANKLIN VONNEGUT, President J. G. DRUMMOND, Vice-Pres. H. H. SCHULZ, Sec.-Treas.

Coal and Coke

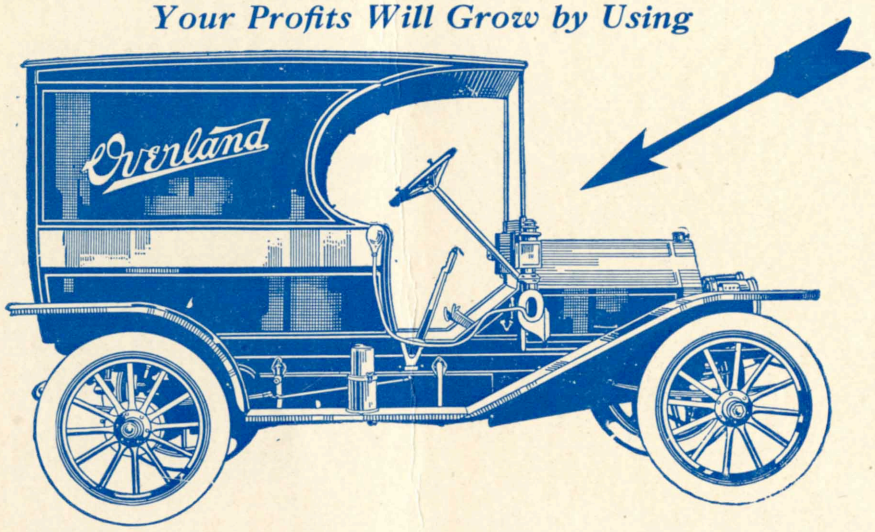
Have Your Coal and Coke Bins Filled Early and Avoid the Rush. All Grades of Hard and Soft Coal in Stock Ready for Prompt Delivery.
Planing Mill, Lumber and Lime

Balke & Krauss Company

Market and Missouri Streets, Phones 1081

BE A BOOSTER ∽ BOOST YOUR BUSINESS

Your Profits Will Grow by Using



Combining Reliability, Economy, Ease of Control and Carrying Capacity. Twenty-Five Horse-Power, 33x4 Tires. Carrying Capacity, 800 Pounds. Price, with Oil Lamps, $1100

Overland Automobile Company, Indianapolis

WE HAVE A PLAN FOR SELLING CHOICE BUILDING LOTS IN THE TEN BEST TOWNS ALONG THE NEW $100,000,000 EXTENSION OF THE CHICAGO, MILWAUKEE & ST. PAUL RAILWAY, which ELIMINATES SPECULATION and ASSURES EXCEPTIONAL PROFITS

American financiers pronounce the plan the only New and Valuable Real Estate Thought of this Generation.

We want you to know all about this plan, and of the location and description of our Building Lots in these New Towns in the rich, newly-opened Northwest United States.

A Book of Facts, containing full information and authentic maps of each of the ten young cities, will be sent Free. The Book, on account of the originality and popularity of the plan, has been copyrighted.

At the present time there are 229 stations along the new railroad. Most of the stations are becoming good towns; a fair percentage of them will be flourishing cities in a short time.

We have selected ten of the most promising young cities along the line; towns which have peculiar natural advantages, such as agricultural, mineral or timber territory surrounding them; towns favored by artificial conditions, such as government land recently opened, branch railway lines, car shops, railroad divisions, county seat locations, etc.

One hundred and sixty acres of farm land is one-half a mile square; at $100 an acre, the taxable value of the land is $16,000. If you put 3,000 inhabitants on this land, its taxable value rises to $800,000 or to $500 a lot.

ASK FOR THE FREE TRIP PROPOSITION

Northwest Townsite Agency

620-621 K. of P. Building, Indianapolis

TOO MUCH can not be said in favor of this little magazine. It is published to advance the best interests of Indianapolis, and should be supported. We are advertising in it, however, because we expect to obtain the attention of its readers, and thus benefit ourselves. Some advertisers look upon advertising as a needless expense, and feel that by advertising in a periodical they are doing a charitable act and helping some good cause along. This is not the attitude of the shrewd business man. When he advertises it is not an expense, but an investment which will pay him dividends in increased business. He studies the advertising mediums of his particular field and studies the best way in which to obtain the attention of the readers of each. He spends time in writing his copy, time in planning his campaigns, time in learning to know the people he wishes to reach, and when his advertising appears he has everything about his business arranged so that his advertising is backed up and the people receive just what he advertised.

We know that unless we can back up everything we advertise about *The Sun* we will not receive a permanent good. We are building *The Sun* for the future, just as Forward is building for the future of Indianapolis. We want every reader of this advertisement to take *The Sun* at home in the evening—delivered by carrier—only six cents per week. Our last edition is the complete edition of the day—contains all the news of interest to Indianapolis people.

We want all who read this to remember that *The Sun* covers a distinctive field and goes into the homes of over 28,000 families in Indianapolis and vicinity. It affords a splendid opportunity to the shrewd business man who figures his advertising as an investment. There is no reason why the merchants of Indianapolis should not build up a profitable business among the readers of *The Sun*—provided carefully prepared copy and regularly scheduled advertisements are used. Our rates are fair in proportion to our circulation. If you are interested telephone 1871, and our representative will come to see you.

Our copy department will be pleased to prepare copy for any advertiser gratis.

In the meantime *The Sun* will continue to go Forward along with Indianapolis.

The Indianapolis Sun

"BROADWAYS and BRIGHTWAYS" Wins!

VOLUME III SEPTEMBER 1910 NUMBER 2

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

INDIANA STATE LIBRARY

IN THIS NUMBER

A CITY MAN AT THE STATE FAIR

The Moving Picture Menace
The Story of Sixty-Cent Gas
and Many Other Features

I
306
F745

Published by THE COMMERCIAL CLUB of Indianapolis

v.3#2 cop.2

Ona B. Talbot
Subscribed Concerts

Shubert Murat Theater—Season Nineteen Ten & Eleven

Advisory Committee

Charles W. Fairbanks — Hugh J. McGowan — Delavan Smith
John Chislett — Clemens Vonnegut — Frederick M. Ayres
John N. Carey — Ferdinand Mayer — Meredith Nicholson

OCTOBER 26, 1910

Great Russian Ballet of Sixty & Orchestra

Premiere Danseuse . . . ANNA PAVLOWA
Premier Danseur . . MICHAEL MORDKIN
(By Special Arrangement with the Russian Government and Metropolitan Opera Company)

DECEMBER 1, 1910

Cincinnati Symphony Orchestra

LEOPOLD STOKOVSKI . . Conductor
Soloist to be announced later

FEBRUARY 9, 1911

Cincinnati Symphony Orchestra

LEOPOLD STOKOVSKI . . Conductor
Soloist to be announced later

Spring Music Festival

APRIL 21-22, 1911

FAMOUS SHEFFIELD CHOIR OF ENGLAND (on tournee of world), Two Hundred Voices, Soloists and CINCINNATI SYMPHONY ORCHESTRA

Works to be performed:
Beethoven's Choral Symphony and Dream of Gerontius
Conducted by the Composer, SIR EDGAR ELGAR

¶ Season Tickets Sale opens Thursday Morning, September 15, at ten o'clock, at new office of the Ona B. Talbot Concert Direction, Wulschner-Stewart Music Company, 229-231 North Pennsylvania Street, Indianapolis. Season Tickets, $10.00. Teacher and Student Tickets, $5.00.

Mrs. Talbot Announces

The Ona B. Talbot Concert Direction

¶ This direction hopes to advance the cause of music in Indiana by placing at the disposal of musical societies in the state the services of any artist or artists they may desire.

¶ The direction will arrange programs and care for all details of such appearances, and is prepared to furnish artists of state or national fame for matinee musicales, private musicales or any society or individual upon short notice.

¶ Inquiries addressed to the direction at 229-231 North Pennsylvania Street will be promptly answered. Correspondence is solicited.

Ona B. Talbot
Concert Direction

Your Fall Printing

Your Fall Printing will go a long ways toward making or breaking the Fall Campaign. Why not have it right?

Our entire printing plant is at your disposal. You can make just as many changes in your copy as you please, call for as many proofs as you desire; get exactly the appearance you are after. And the charge will be for exactly the time required.

No matter whether the job be business cards or a bound catalogue, it will have CAREFUL attention in every process and BE DELIVERED ON TIME.

Send for our book of type faces—It will help you in preparing copy—free

THE ROUGH NOTES COMPANY

Nos. 220-222 East Ohio Street *Just West of the New City Hall* **Tels., Main 6776; New 1862**

Is this the ***Indianapolis Boosters' Club?***

This is the Manager's Office of the Central Union Telephone Co.

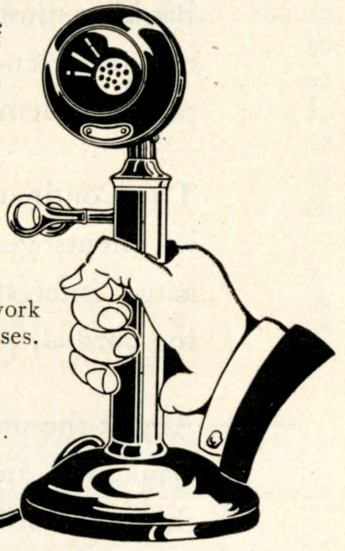
Good morning! You are interested in the growth of local enterprises, aren't you? Do you realize that we now have 981 employes in Indianapolis, and that *we are spending for pay roll and supplies close to $1,000,000 annually in this city?*

Every telephone added to our system makes work for the general offices and requires more local purchases.

It pays Indianapolis to BOOST the

Central Union Telephone Co.

Contract Department, Main 4800



REMEMBER

The Hogan Transfer & Storage Company

IS NOT

Connected with the concern doing business under a somewhat similar name. Wm. J. Hogan has owned this company for nearly twenty years and is giving the BEST SERVICE IN HOUSEHOLD AND OFFICE MOVING, PACKING AND STORING, also MACHINERY, SAFE, BOILER AND STACK HANDLING. They are the "Official Transfer Company" at the State Fair Grounds.

Office, 122 East Market Street **Old Telephones, Main 675 and 670** **New Telephone 675**

Everyone hears a great deal about the care that a banker must exercise in selecting his clients.

The merchant or manufacturer is in much the same position. He should choose his banker with as much or more care as he would use in the selection of a general manager.

Banking must be done on a business basis and not on friendship, but even in business the personal element should be considered.

The Continental National Bank tries to give its clients genuine friendship and to feel an actual interest in advising with them and keeping cordial, personal terms.

Any of the officers of the Continental National Bank will appreciate the privilege of talking this over with you.

The Continental National Bank

18 North Meridian Street

GEO. F. QUICK, President
MORD CARTER, Vice-President
BRANDT C. DOWNEY, Cashier
A. H. TAYLOR, Assistant Cashier

FORWARD!

The Magazine for Indianapolis

Vol. III SEPTEMBER, 1910 No. 2

Table of Contents

SCHOOL BELLS 36

THE MOVING PICTURE MENACE ..... By George W. Stubbs, Judge of the Juvenile Court 37

"BROADWAYS AND BRIGHTWAYS" WINS 40

MEN OF THE MONTH 42–43

Drawings by C. B. Jackson

A CITY MAN AT THE STATE FAIR 44

AUGUST EVENTS IN INDIANAPOLIS 47

TEMPLARS' PRIZE DRILL TEAM IN ACTION (Photographs) 48–49

WELCOME TO FORTY NATIONS 50

YOUR CITY IN PARAGRAPHS 52

MORE MONEY FOR THE SCHOOLS 52

THE STORY OF SIXTY CENT GAS 53

MUSIC IN A NEW HOME 55

THE CENSUS 56

DEPARTMENTS:

Business Briefs 56

Men and Affairs 57

Coming Events 58

Commercial Club Members 60

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis

Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis

This magazine is printed by the Hollenbeck Press

New Brass Beds

We are manufacturing a line of new patterns of brass beds, beautiful and excellent, which local dealers are showing. All our beds are guaranteed, and it will pay you to insist upon "Laycock-Indianapolis" goods, for we are here to make the guarantee good. Local dealers have them.

The T. B. Laycock Mfg. Company, Indianapolis, U. S. A.

School Bells

ANOTHER summer is gone. Vacation days have filed into the past. September is ushered in, and "teacher" is the most important figure on the horizon. Thousands and thousands of young people throughout the United States are putting aside the freedom of summer and its idle hours for the more serious business of education. While they have been playing preparations have been made everywhere for their return. New buildings, new equipment, more teachers and higher standards are each year sought and constantly attained. But, in all the length and breadth of the land, no pupil is more greatly favored than he who answers the school bells in Indianapolis.

Indianapolis schools are progressive. Their rank is high among all other institutions. They are regarded as models. And they are what the people of Indianapolis have made them—reflecting the people of this city.

The school children of Indianapolis are not only comfortably housed but they are instructed efficiently and capably. For several years the justice of increased salaries for the city's school teachers has been felt. This need has been, in a measure, met recently by the Board of School Commissioners, which has voted an increase in the tax levy for this purpose. Better service is thus assured from the teachers, and justice is done.

Much of the credit for the efficiency of the Indianapolis schools is due to Calvin N. Kendall, superintendent. Mr. Kendall enters the present school year with two new "generals" on his staff. It has been the city's misfortune to lose, by resignation, the principals of both Shortridge and Manual Training High Schools—George W. Benton and Charles E. Emmerich. In their places we have George Buck and Milo F. Stuart. Mr. Stuart was assistant principal under Mr. Emmerich and is eminently qualified to discharge the duties he now faces. Mr. Buck is an educator of long experience and his employment is assurance that he will measure up to his task. The people of Indianapolis believe that a highly successful school year is ahead, and they wish the newcomers well.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

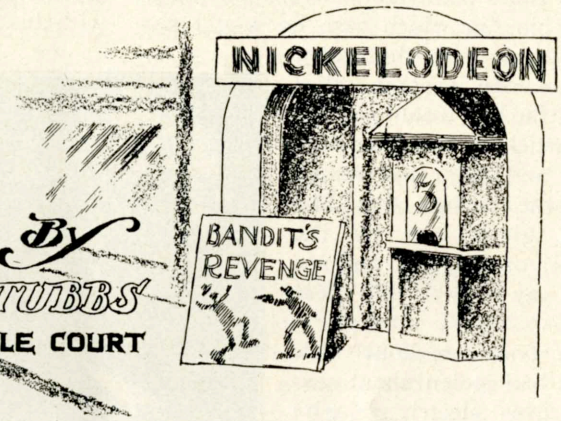
GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME III SEPTEMBER 1910 NUMBER 2

The MOVING PICTURE MENACE

By GEORGE W. STUBBS

JUDGE of JUVENILE COURT



An investigation by members of the Children's Aid Association shows that in one evening 3,500 children were patrons of the moving picture shows of Indianapolis. It is estimated that 10,000 children visit these shows every week.

—THE EDITOR.

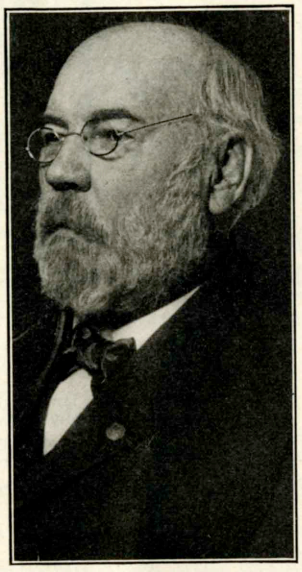
MUCH has been said recently about the moving - picture shows and the effect of such exhibitions upon the children who visit them, and it may not be out of place for me as judge of the juvenile court to give my views concerning this matter. My opinion, based upon many cases of young boys and girls who have been before me, is that the influence of such exhibitions upon the youthful mind is bad, very bad, and I do not confine this criticism to pictures of prize-fights, burglaries and other things of a criminal character but to the whole system of cheap shows, as such shows are found in Indianapolis, and this without regard to the question whether the films have been censored or not.

I hope the good people who approve of these shows will carefully consider what I have to say before they decide that I am wrong in my conclusions.

The worst feature of the whole business is found in the influence these "shows" have on the children. A small boy does not have to go to such places very often before he becomes infatuated, with the result that he resorts to all kinds of schemes to get the nickel for admission.

We have had a number of cases in the juvenile court wherein it was shown that little fellows who had been fairly good

boys had stolen the money for this purpose, sometimes from their parents and sometimes from other persons. A boy would be sent to the corner grocery with a little change to buy something for dinner or supper. Instead of paying for it he would have it charged and use the money to pay his way into a picture show, many times taking some of his playmates with him, in which case he would pay their way with the stolen money. In several other cases the boy would pay for the article he had been sent after and claim that he had lost the change that had been given him by the grocer or druggist, and use it to pay his way into these shows.



GEORGE W. STUBBS

In one case four little boys had stolen about seventy-five electric light globes that sell for about sixteen cents each and had traded them one at a time or rather four at a time, to the "manager" of one of these shows for admission. In this case the manager was severely punished for contributing to the wrongdoing of the boys. Many cases might be mentioned wherein it appeared that fairly good boys, boys who had respectable homes, had become so wrapped up in these shows that they would run away from home and run the risk of getting in some five-cent show by hook or by crook.

Of course, it goes without saying that the influence of the baser class of pictures has been and is most harmful. Take a few instances: One night last winter a twelve-year-old boy who had become greatly impressed with the exploits of a "detective" in one of the moving pictures stole his father's revolver and got hold of what change he could "swipe" from the till in his father's grocery. The grocery was in the same building where the family lived—and after supper he went down town. He climbed out of a window in true "detective" style, though he might have gone out of the door without attracting attention. The night was very cold, one of the very coldest nights in January, and between two and three o'clock in the morning he was found by the police officers at the corner of Senate avenue and Washington street, disguised, with his hat pulled down over his eyes and his coat collar turned up in true "detective" fashion and with his loaded pistol in his hand. He was almost frozen, but he was manfully peeking around the corner looking, as he said, for robbers, burglars, kidnappers or any other violators of the law that might be abroad.

This boy was brought into court and after a kindly lecture was permitted to go home. He continued to slip away from home whenever he could get a chance, and soon after his "detective" exploit he stole Harry Pierce's riding horse and started out as a cowboy, though it did not appear very clearly when he was brought into court again whether he had determined to be a cowboy or a rough rider. Any way he got more "movement" out of that horse during the few hours he had it, I venture to say, than Mr. Pierce had ever been able to get out of it in the same length of time.

Another boy about the same age hired a riding horse a few days ago from a liveryman and after riding it nearly to death placed it in another livery stable in a different part of the city, where it remained two or three days before the owner found it. This boy had been practicing as a rough rider. A number of such cases have been brought to my knowledge. Many boys have been brought before me for violating the law

who evidently had received the first incentive from these moving pictures.

Only a few days ago two little fellows were in court for burglarizing Habich's sporting goods store on East Washington street, which they entered in true burglar style. They carried away twelve revolvers, a lot of ammunition, several "knucks" and a lot of handcuffs. They secreted the most of the plunder but, armed with two loaded revolvers each, they started out to take the town. When apprehended at a late hour of the night—after midnight, I believe—they took a few shots at the policemen before they were caught. One of these boys had become a "show fiend" and had visited these places as often as he could slip away from home. Of course, he was the leader and had induced the smaller boy to join him in this adventure.

I could mention many, many cases where it was shown that the intense desire of the boys to visit these moving-picture shows had led them into trouble. I know that many good people will not agree with me. Indeed I have often heard it said that the exhibition of the better, cleaner and more wholesome class of pictures is elevating, and that it cultivates refinement and a love of art. This argument is nonsense when applied to children. Where is the boy that was ever known to steal in order that he might visit the John Herron Art Institute? What the boy loves in these exhibitions is not the art displayed, the beautiful shading that may be found in many of these pictures, but the movement, the rapid change from one situation to another. He does not care a rap for the art. What he wants is movement, rapid movement. He wants action and he is disappointed if it does not come rapidly.

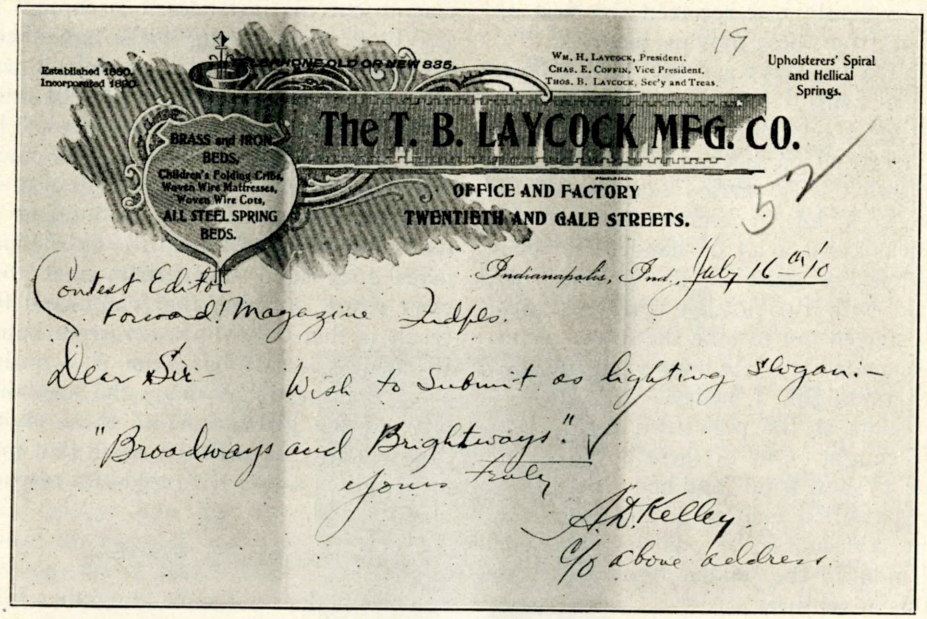
OTHER DISTRESSING PHASES

There are other phases of this question that are even more distressing than the cases above referred to. Without referring to specific instances it is enough to say that many young girls have been brought into court, cases wherein it was shown that the repeated visits of such girls to these shows unaccompanied by their parents had much to do with their delinquency. After such girls, often mere children, visit these shows a number of times the desire to attend the exhibitions takes such hold upon them that they can't resist, or think they can't, and the result is that they slip away from home. In many cases it has been shown that some man who has made the acquaintance of the girl at one of these shows pays her way in, with the result that may be imagined rather than told in a respectable journal.

BECOMES A PASSION

The evil does not come altogether from the exhibition of the vicious or degrading type of pictures such as prize-fights, etc., pictures that ought to be absolutely prohibited, but in my opinion it is largely stimulated by the average class of pictures that may be seen every evening in scores of these "theaters," evils that come to children because of the intense interest they take in what they see. This interest grows until it becomes an overpowering passion with the child. He delights in seeing things happen and happen rapidly. He does not care much whether the picture be high art or not. What he wants to see is the movement, the rapid change and the excitement of it all.

What is to be done about it? Of course, it is useless to talk about abolishish or closing up these places, but it seems to me that they could be regulated. One thing could be done: The managers of these shows could be compelled to refuse admittance to any boy or girl under sixteen years of age at all times either during the day or in the evening unless such child were accompanied by his or her parents.



"BROADWAYS AND BRIGHTWAYS" WINS!

"BROADWAYS and Brightways!" Come forward, Mr. Kelley, and get the money. The $25 is yours.

Out of the flood of replies to the Commercial Club's offer, through FORWARD! of a prize of $25 for the best suggestion for a name or phrase to exploit the new street lights of Indianapolis, "Broadways and Brightways," which is the offering of A. D. Kelley, of the T. B. Laycock Manufacturing Company, is regarded as the most appropriate. If the desire of FORWARD! has been met, this will be Mr. Kelley's first knowledge that he has won and that his suggestion has been adopted by the Commercial Club. If he will call on the club's secretary, R. G. McClure, he will find a check in his favor for $25. He'll get the money there—and the honor here.

It was no easy task faced by the judges of this contest—John E. Hollett, Walton L. Dynes, Franklin Vonnegut, Winfield Miller and Robert G. McClure. Far from it. Imagine yourself confronted by about 2,500 words and phrases which came in response to the invitation, and consider the doubts and perplexities that naturally arose in the course of the many discussions by the committee. There were two ends to be served: the best possible name must be selected and justice must be done to all who had taken sufficient interest in the contest to participate. One thing which was marked was the care and thought bestowed upon many of the suggestions. The Commercial Club feels grateful for this interest and regrets that there is not $25 for each and every one who took part.

Every name and phrase suggested by the contestants, of which there were nearly 500, was tabulated by the committee, and, after careful consideration, this list of 2,500 was narrowed down to a list of 82. One by one these were weighed until each member of the committee was convinced that "Broadways and Brightways" was best.

There were other warm contenders, however, for the honor which has gone to Mr. Kelley. "Bright Lights," which

was suggested by several contestants, was an active factor in the committee's discussions, as was "Streets Aglow."

Among the others that were "in the running" were "Miles of Light," "Radium Road," "Great Tungsten Way," "Lightest—Whitest—Brightest," "Glow Path," "Streets of Sparkling Splendor," "Streets of a Thousand Lights," "Indianapolite," and "No Dark City."

Many of the contestants sent letters explaining the good points of their suggestions. Some of these were in verse. Some were convincing—others not. But all were interesting and worth while.

Phrases which included the word "way" predominated, there being nearly one hundred of these. "Trail" was also a favorite, and "road" had many to urge its availability. Almost every word which could be associated with light was used in some form or other. "Aurora" skipped blithely through the pages of suggestions with "Aladdin" in close pursuit. The "Midnight Sun" rose occasionally and the influence of Halley's comet was manifest frequently.

One of the most popular words in the hundreds of combinations was "pearl." This was, undoubtedly, due to the appearance of the new street lights, the frosted glass globes resembling pearls to some extent. Thus "pearl" was seized eagerly and twisted into every conceivable combination. There were "Pearly Light Paths," "Streets of Pearls," "Pearly Boulevards," "Pearl Way," and dozens of others.

Many of the suggestions showed originality as well as thought, as in the case of "Indianapolite."

"The Light Lines of Indianapolis" met with some favor, as did "Miles of Light." On the other hand there was "The Vendetta of Night," which was not quite clear to the committee. "Nonightville" was an odd combination—and say, how do you like "Mother's Evening Rest?"

The "Lite-o-Way" and "Lots-o-Lite" are only two of the many examples of the use of the hyphenated "o." Nearly all of these names were catchy and were carefully considered by the committee.

Then there was an irrepressible young man in California who had the temerity to offer "The Electric Smear!"

Just to give an idea of the way the suggestions ran, a number of them, selected at random, follow: "Aurora Indianapolis," "Thoro-lighted," "The Comet's Tail," "Chantecler," "Strands of Sunshine," "Tungstolight," "Sol's Substitute," "The City Brilliant," "The Brite Lites," "Luminar Place," "Moon Pike," "Shino - Way," "Firefly Promenade," "Pearls on Poles," "Five Light District," "The Great Light Way," "Sparkle Avenue," "Gloom-No-More," "The Nineteen-Hour-Ever-Day-Spot," "Blocks of Five," "The Milky Way," "Sunshine Alley," "White Streak," "Golden Glow," "De-Lightful," "Glow Worm Walk," "Path o' Pearls," and the "Twinkling Trail."

"Blind Man's Sorrow" and the "Yellow Streak" were among those present.

The committee was deeply impressed with the interest the people of Indianapolis are taking in the new lights and in the effort to find some appropriate phrase which could be used to spread the city's fame in this particular feature. In "Broadways and Brightways" the members feel they have an expressive, attractive phrase. It not only speaks of brilliantly lighted streets, but broad streets, as well, and thus has a double value. It is easily spoken and its alliteration will help to make it remembered.

Letters and suggestions were received not only from Indianapolis, but from all quarters of Indiana, from Colorado, California and many other states. The suggestions were copied and numbered so that the committee did not know the name of the winner until after the choice had been made. Mr. Kelley is one of the energetic members of the sales department of the Laycock company and is well known in Masonic circles. The committee extends its thanks to all who offered suggestions in this contest.

MEN OF THE MONTH

Here is Stoughton A. Fletcher guarding the $2,000,000 capital stock of the new Fletcher-American National Bank. Of course, if you should stroll into Mr. Fletcher's office, the money wouldn't be right out in plain sight. But it's within call, depend upon it. Mr. Fletcher is president of the new bank and is one of the youngest men in the presidential business. He is familiar with all the bumps and angles of the job and may or may not be the author of that brief and suggestive essay: "If you want to know who's boss, start something." Mr. Fletcher comes of a line of bankers, and is admitted to be a first-class man for a first-class place. He's thoroughly identified with Indianapolis.

"Shoulder arms! About face! Forward ma-a-r-ch!" Or, is it done with some new words of magic in Templardom? However that may be, Maj. Henri T. Conde has the formula down pat. He is the man who took the drill team of Raper Commandery, Knights Templar, to Chicago and marched them until the king of France would have grown green with envy. When he got through with that drill the judges wept—wept for the other teams that had the temerity to compete against the mighty drillers from Indianapolis. They rushed forward and handed Major Conde a magnificent trophy, saying, "Best drilled team in the U. S." Major Conde would have made a dandy quarter-back.

Amos W. Butler, of Indianapolis, has a fairly good-sized task on his hands, but you can see from his smile and his badge that he is ready. All he has to do is to take the representatives of forty foreign governments under his wing and show them the United States. That's all. Mr. Butler is president of the American Prison Association and as such has been named as chairman of the general committee which will look to the comfort and pleasure of the visitors, the American Prison Association being the host. While displaying the United States to his guests, as a preliminary to the International Prison Congress at Washington, Mr. Butler will bring them to Indianapolis.

MEN OF THE MONTH

When it comes to financial lineage, John Perrin, now chairman of the board of directors of the Fletcher-American National Bank, can extend the proud forefinger. Over in Lafayette where his father, James J. Perrin, was one of the state's pioneer bankers, the name Perrin is as significant as a dollar mark. But John Perrin stands in his own shoes and what he has done for the American National Bank speaks for him. Under the new regime he will be a real chairman of a real board of directors. The energy and business judgment which, as its president, he gave to the American National, will continue to flow, unabated, for the use and benefit of the Fletcher-American.

And so the effete east comes to Indiana again for a college president! A man must be of some caliber who can sit in his little office in Indianapolis and so impress himself upon the minds of men that when the University of Maine needs a new president, the university's board of directors can see no one for the place save the big man in his little Indianapolis office. They've got good eyes out in Maine, and good judgment, too. And Indianapolis is mighty sorry to lose Robert J. Aley, state superintendent of public instruction. And so is Indiana. But he's the man and he has accepted the invitation. It's Robert J. Aley, president of the University of Maine, from December on.

The Federation of American Motorcyclists knew a good thing. Consequently Fred I. Willis, of Indianapolis, was re-elected president at Philadelphia. Mr. Willis once had his picture taken on a motorcycle—but that's all past and gone. Now he's a member of the Hearsey-Willis Company, and is more interested in selling them than in having his picture taken. The Federation which he heads is to the motorcycle rider what the old L. A. W. was to the bicycle rider. The Federation has 6,000 members and controls the sanction of all motorcycle race meets. The artist insists that there ought to be a motorcycle in the picture and—well, you know artists. He had his way, of course.

A CITY MAN AT THE STATE FAIR

OF course it will be big—the Indiana State Fair. It always is. Measure it by the 214 acres of ground it occupies, by the $75,000 it offers in premiums, in which exhibitors have something like 5,220 chances to win; measure it by thirty acres of machinery, by 3,000 fowls in the poultry show, by 2,500 plates of fruit in the horticultural show, by 400 sheep, 600 swine, 800 cattle and as many more horses—and it's big!

It is not surprising that upward of 200,000 people flow in at its gates within five days every fall, the great run of them from Hoosier farms, smaller numbers from the towns, and still less from the cities.

Why is it, as some assert, that more people from Hendricks, or Hancock, or Hamilton county go to the state fair year after year than go from Indianapolis? No one questions the boast of the fair, that it is a source of inspiration and education to the farmer who would improve his flocks and herds, who would save labor and increase soil output by using machinery of the kind he sees at the state fair, who would be stimulated to own a Jersey such as he sees at the exposition, which gives a higher percentage of butter fat than does his Jersey at home. The women who are enraptured by the needlework, the decorated china and other arts and crafts, who admire table luxuries, the blooms in the flower show—they are mostly women from the farms and smaller towns, and they go to the fair year after year. Why do they?

WHAT FOR THE CITY MAN?

Then comes the question, what is the state fair to the city man—what does it hold of interest to him and to his family?

The visitor from the farm turns to the fair as he would turn to a school—for information. The town visitor finds it a fountain of enjoyment. The city man, blase in his familiarity with the spectacular, might, if he went to see, find something in the fair that would be brand splinter new to him. Maybe he saw the Indiana Fair twenty or thirty years ago, and measures its quality and quantity by these old standards. There is where he misses it.

The state fair has changed amazingly in the last ten years. It is now as much an exposition for city people as it is for the farm family, although it clings to the purpose for which it was created in 1851, that of being helpful to the agricultural forces of Hoosierdom.

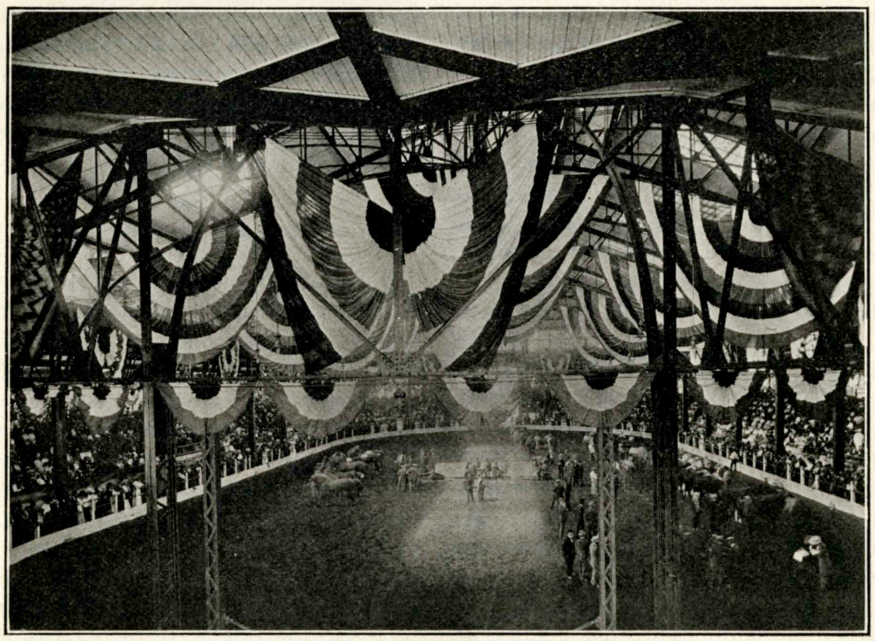
GENEROUS LIST OF EVENTS

There is a generous list of fair events which should be of interest even to the visitor from the city who is most difficult to entertain. Its programs begin at nine in the morning and continue until late at night. For sight-seeing in departments, city visitors should go in the morning before the crowds from out of town have arrived. Before 10 A. M. the bands begin to play, the ring shows in all the live-stock departments have started, with the horses and cattle in the arena of the coliseum. The fair's special features for the city man begin early in the afternoon, and there will at the coming exposition be many of them.

During the five days twenty harness-horse races will be given on one of the great tracks of America and the total purses amount to $32,200. Only two cities in the grand racing circuit offer more in purses this year than the state fair, and its trotting and pacing will be of grand circuit quality. And they will be honest races, too, in which the outcome depends on the speed of the horses, for the state fair races are not influenced by betting rings or pool boxes. There are several events on the speed program in which the purses are $5,000 and $2,000.

But the headliners of the races will be five horses which hold the world's marks

for pacing—Dan Patch, king of the harness-horse world, with seven records to his credit, the lowest being 1:55 for a mile; Minor Heir, touted as Dan Patch's successor, whose best mile was made in 1:59¼; Hedgewood Boy, 2:02¼; Lady Maud C., 2:02½; George Gano, 2:02¾. Dan Patch will not race at the fair, but he will keep "open house" to his admirers in the big brick barn, will be jogged on the track and will appear in the night shows. The other four will be in a special



HORSE SHOW IN THE COLISEUM

race among themselves on Monday, the first day of the fair. On Wednesday, Hedgewood Boy and Lady Maud, who now hold the world's team record, will race against Minor Heir and George Gano, and on Friday Minor Heir will undertake to lower the world's unpaced record for a mile. The Indianapolis Military Band will play during the races and vaudeville acts before the grandstand will enliven the time between the speed events.

The fair is going to be very rich in horse and cattle shows and many of these events are on the afternoon schedules in the coliseum, when Weber's band, of Cincinnati, will give concerts and Miss Blanche Mehaffey, also a prime favorite at the fair, will sing soprano solos.

At noon on Wednesday and Thursday the horses and cattle will parade along the drives, a thousand of these animals passing in review before the visitors, giving a comprehensive idea of these resources of the exposition.

Indianapolis people do like the fair's night shows—have proved their liking in other years by attending in large crowds. But these shows of former fair weeks promise to fade into public forgetfulness when measured with what the fair has in mind for the coming exposition. The horse show prizes amount to $8,655, and all of the choice horses of Indianapolis, many from out in the state, from the blue grass of Kentucky, from Illinois, and other states, will seek the fair's prize money, silver trophies, gold and silver medals. The program will be made up of all events which mark a horse show of the most elaborate order—fancy turnouts,

high steppers, scores of saddle horses, with special events for men and women. Some of the most famous saddle horses of the country will be shown.

In the coliseum at night, too, Herzog's performing Arabian stallions, headliners at Madison Square, New York, in the show arenas of Paris, London and Berlin, will give special exhibitions. Another feature will be a "musical ride," brand new at the fair, given by thirty-two Indianapolis men and women on home saddle horses, when they will appear in marches, cake-walks and other fancy movements. The big, showy teams from business houses, two, four and six-horse teams to trucks, have chances of winning $1,200 in these night shows.

The coliseum at the last two or three fairs has been about half large enough to hold the crowds. The fair management has prepared to take care of this overflow. Pain's spectacle, "Battle in the Clouds," will be given on the infield of the race track, where there are seats for 20,000 spectators. The "Battle in the Clouds" will portray coming methods of warfare. The outdoor show will open with a band concert. The spectacle will show a city, in which a great amount of scenic equipment will be utilized, a stage about 400 feet long will be needed, and 250 or 300 people in costume will gather on the stage for a fete day, marked by sensational circus, aerial acrobatic and other vaudeville turns. Then comes the battle. From out of the night aeroplanes, airships and other monsters that are fifty years from now to fight the wars of the world, will make a charge on the city. With torpedoes, gas grenades and similar weapons the city will be destroyed. The fair will lower the curtain of each day's events with a lavish display of Pain's fireworks.

Great Improvement Planned

Looking somewhat into the future, the park board is making plans for the improvement of the east bank of Fall Creek between Twenty-ninth and Thirty-eighth streets. A boulevard is to follow the meanderings of the creek through this district and it will make necessary the removal of the tracks of the Indiana Union Traction Company which now occupy this ground.

Nothing definite has been announced as to where the tracks will be placed, but it is certain that a change will be made. It is also probable that the new boulevard will cut off the back yards of a number of lots on Bellefontaine street between Twenty-ninth and Thirtieth streets.

This work will not be begun for nearly two years, but surveys are being made, for it will be necessary in the meantime to acquire certain property and settle any disputes that may arise.

Millions In It

Indianapolis men are interested in an invention which is intended to prevent sparks from passing out of the smoke stack of locomotive engines. The problem which the invention seeks to solve has been the point of attack for inventors for many years, and if the new company has found a method of arresting sparks "there's millions in it." The American Spark Arrester Company has been formed with J. W. Sale, of Bluffton as president, H. N. Knight, of Oklahoma City, vice-president, C. A. McCotter, of Indianapolis, secretary, and Charles F. Remy, of Indianapolis, treasurer.

The invention is the work of Professor Louis E. Endsley, of Purdue University, and T. M. Van Horn, of Chicago. The invention consists of a method of construction within the smoke box of the engine, which, by the application of centrifugal force, collects the cinders or sparks in a hopper beneath the smoke box. In this way no cinders are thrown out of the stack and yet there is no screen to interfere with the draft. The new plan is said not to lessen the efficiency of the engine.

AUGUST EVENTS IN INDIANAPOLIS

Superintendent Hyland urges council to put ban on "crime films" in moving picture shows.

Crane Company decides to erect ten-story building at Market and Missouri streets.

Women's day inaugurated in police court successfully.

Commercial Club appoints committee to investigate street car conditions.

Park board plans boulevard along east bank of Fall creek between Twenty-ninth and Thirty-eigthth streets.

School board increases tax levy 2 cents on each $100 to raise fund for increased salaries for teachers.

Mayor Shank demands immediate enforcement of smoke ordinance.

Dr. Moses Thorner resigns as police surgeon and is succeeded by Dr. Ira E. Dunlavy.

Drill team of Raper Commandery, Knights Templar, awarded first prize at Chicago.

Indianapolis men get charter for $1,500,000 automobile plant.

City council kills measure providing for city purchasing agent.

Greek shine-stand boys are made wards of the juvenile court.

Conference of labor leaders will result in affiliation of western miners with American Federation of Labor.

Robert J. Aley resigns as candidate for state superintendent of public instruction to become president of University of Maine.

County Fair closes with over $6,000 in receipts from week for benefit of Summer Mission for Sick Children.

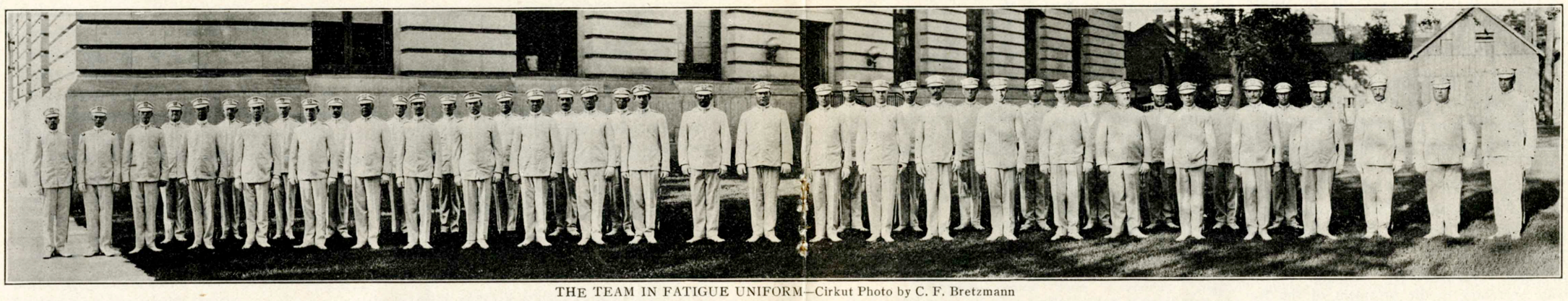
United Mine Workers hold stormy special session.

John A. Schumacher and Leonard S. Sargent, prominent business men, claimed by death.

Pennsylvania railroad proposes to build big freight terminals at South street.

Roger R. Shiel, well-known Indianapolis man, dies.

RAPER COMMANDERY'S DRILL TEAM—BEST IN THE WHOLE UNITED STATES



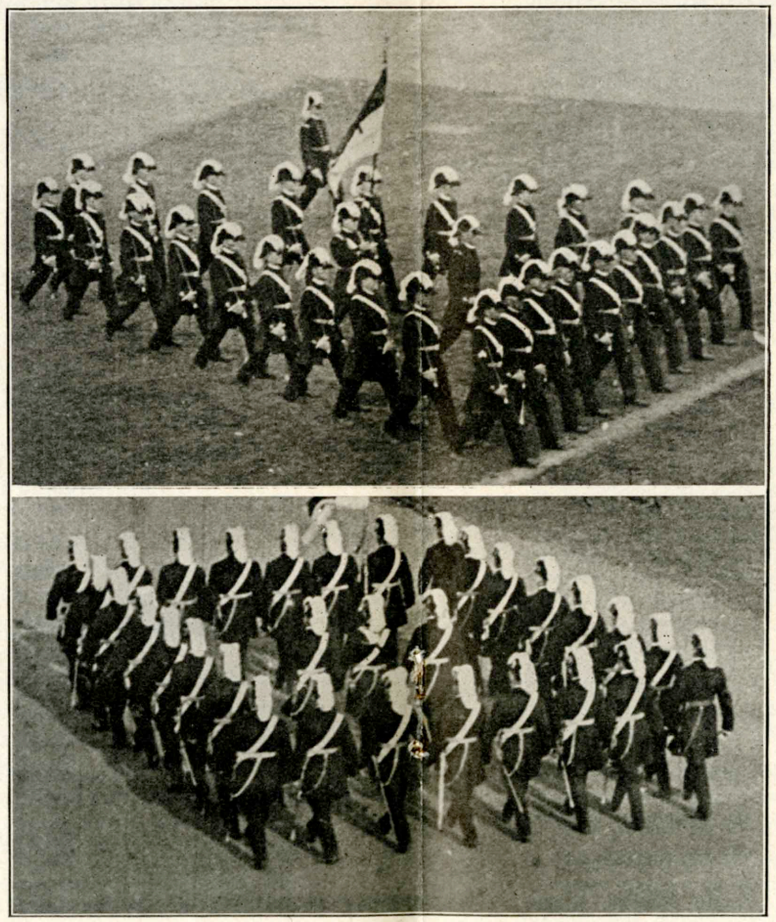
THE TEAM IN FATIGUE UNIFORM—Cirkut Photo by C. F. Bretzmann

Forty men, who puffed and sweated day after day in the summer twilight behind a bill-board 'way out on College avenue, have won the reward that usually goes to energy and well-directed effort.

When, with sabers clinking and white plumes flashing in the sun at Chicago, they wheeled, marched and countermarched, and were proclaimed, amid the cheers of thousands, the finest and best-drilled team of Knights Templar in the whole United States, there were few in the great audience to look back into the past where the real victory lay.

The fight was won behind that College avenue bill-board, where the members of Raper Commandery gathered each evening and were hammered by Major H. T. Conde into a compact organization—into a perfect human machine, which could produce, without faltering, the evolutions that won for the team the praise of all Knights Templar, and for Indianapolis a high and distinctive honor.

Near Twenty-fifth street on College avenue there is a vacant lot, shielded from general observation by a big bill-board. It was on this ground that the Chicago victory was won. Men came there each evening at 6:30 o'clock, attired in old clothing and ready for real work. They got it. Major Conde was no easy master. He demanded perfection, and the judges at Chicago say he got it. These members of the Raper drill team sacrificed their leisure, hustled through their suppers, and toiled and perspired day after day with one end in view. And by such effort as this their ambition was satisfied.



THE TEAM IN ACTION
From Films by the National Moving Pictures Co.

The honor of being the best-drilled team in Knight Templardom is no small honor. It came to Indianapolis in the presence of the 100,000 people who attended the Chicago conclave. Raper Commandery had several competitors, but won easily. The judges were Captain James B. Gowan, B. E. Ingram and James S. Young, Jr., officers of the United States army. They gave Raper Commandery a rating of 92.3. The nearest competitor, Hanselman Commandery of Cincinnati, had 87.3. Kansas City, Milwaukee, Baltimore and others tried, and tried hard, but were outgeneraled and outdrilled. Maybe there are no bill-boards in their neighborhoods.

WELCOME TO FORTY NATIONS

ON September 26, Indianapolis will entertain the delegates to the International Prison Congress—distinguished men representing approximately forty nations.

The visit to Indianapolis is one of the few stops on a trip provided by the United States government and which will end in Washington where the congress will be held.

The countries represented and the names of the representatives follow, except in cases where the names have not yet been forwarded:

Argentine Republic—Dr. Armado Claros, private secretary to the president of the Republic and director of the national penitentiary, Buenos Aires.

Austria—His Excellency the Privy Councilor Dr. Josef Maria Baernreither, ex-minister; Dr. Count Wenzel Gleispach, Prague, Bohemia, professor in the University of Prague.

Bulgaria.

Brazil.

Belgium—Mr. Adolph Prins, professor at the University of Brussels and general inspector of prisons. Will be accompanied by Mme. Prins.

British Government—Sir Evelyn Ruggles-Brise, K. C. B., Commissioner Whitehall, London, England; Honorable Walter George Scott, the master of Polworth, chairman of the prison commission for Scotland; Mr. J. S. Gibbons, C. B., chairman of the prison board for Ireland; Major H. S. Rogers, late of the Royal Engineers, chief surveyor of prisons for England and Wales; Captain Arthur St. John, Hon. Sec. of the Penal Reform League; Mr. Thomas Holmes, secretary of the Howard Association, London, England; Mr. J. J. Kelso, Toronto, Canada.

China—Hsu Chien, Hsu Shih Ying, Chin Shao Cheng, Li Fang.

Chili—Don Alberto Yoacham, secretary Legation of Chili, Washington, D. C.

Costa Rica.

Colombia—Senor Dr. Francisco de P. Borda, Minister of Colombia, Washington, D. C.

Cuba—Senor Dr. Domingo Marin, secretary of the government, Havana, Cuba.

Canada—Mr. George W. Dawson, inspector of penitentiaries, Ottawa, Canada; Mr. A. B. Aylesworth, Canadian Minister of Justice, Ottawa, Canada.

Denmark.

Ecuador.

Finland—Mr. Victor Nybergh, Abo, Finland.

France—M. Schrameck, director French prison system, Paris, France; M. Constantin, Paris; M. Banjoy, Paris. From the Societe Generale des Prisons: M. Spach, Doctor of Laws, 66 rue Turbigo, Paris; M. Bosc, Doctor of Laws, 93 rue St. Jacques, Marseille; M. Alphandery, Attorney of the Republic, Dreux.

German Empire—Dr. Ernest Rosenfeld, secretary International Criminalistic Association, Berlin (Congressist); Dr. George Stammer Blickerstrage, 51 Berlin Congressist.

Greece—Mr. Alexander Skouzes, former minister for foreign affairs, Athens, Greece; Mr. A. Typaldo-Bassia, former vice-president of the Chamber, fellow of the National University; Mr. N. Gounerakis; Mr. D. Kastorkis, fellow of the National University, deputy from Cephallonia.

Guatemala—Senor Dr. Don Louis Toledo Harrarte, minister of Guatemala, Washington, D. C.

Haiti—Mr. Prince Mars, secretary Haitian legation, Washington, D. C.; Mr. Louis J. Simon, consul general of Haiti in New York City.

Holland—Professor Simon van der Aa, commissioner, University of Groningen; M. H. C. Dresselhuys, director general of the Central Prison Administration, Ministry of Justice, The Hague; Yonkeer Dr. D. O. Engelen, president of the Tribunal at Zutphen; (Congressistes) Dr. J. A. Von Hamel, lawyer, Leiden; Dr. F. Kranenberg, lawyer, Amsterdam; M. and Mme. ver Loren van Themael, Huister Heide, near Utrecht; Dr. L. De Vries Feyerus, lawyer, Amsterdam.

Honduras—Senor Licenciado Don Guillermo Moncado, Honduran consul general, New York.

Hungary—M. Jules Rickl de Bellye, commissioner, councilor of the ministry and chief of the prison system of Hungary, Budapest; Dr. Francois de Finkey, professor of law in the University of Sarospatak and Budapest; Dr. Vanbery, royal attorney and professor in the University of Budapest; Dr. Stephen Waldhauser, official delegate society of jurists of the Hungarian Sociological Society; Dr. A. Szilagyi, Hungarian charity organization; Mme. Helene d'Ordody, Budapest; Mme. Jules Rickl de Bellye.

Italy—Sig. Corunia A. Doria, commissioner, Rome; Sig. E. Conti, senator; Sig. Abbe Alexander Branchi; Senator Piza Antonio; Prof. Count Chevalier Ugo Conti; Signor Alessandro Bianchi, delegate of the Beccaria Association, Milan.

Japan—Mr. T. Maki, president prison bureau, Tokio; Mr. Takashi Sanagi, secretary prison bureau, Tokio; Mr. Shigejiro Ogawa, Congressiste.

Liberia—Mr. Leander T. Chamberlain.

Morocco.

Mexico—Licenciado Emilio Rabasa, president prison board, Mexico City; Licenciado

Ismael Pizarre Suarez, secretary prison board, Mexico City.

Norway—M. Frederik C. A. Toxen, secretary-general department of justice and chief of prisons, treasurer of the International Prison Commission, Christiana, Norway.

Peru.

Panama.

Porto Rico.

Roumania.

Santo Domingo.

Russia—M. Etienne Khrouleff, commissioner, chief of the administration of prisons, St. Petersburg; M. Nicolas Loutchinsky, editor of the Prison Messenger; M. Paul Lublinsky, associate professor Imperial University of St. Petersburg; M. le Dr. Nicolas Lebedoff, head physician in the prison of Moscow; M. Serge Poznicheff, professor in the University of Moscow; M. Eugene and Mme. Olga Rahkline, representing the Comite des Dames aupres Prisons de St. Petersburg; M. and Mme. Goldeweiser, Kiev.

Salvador—Senor Don Frederico Mejia, minister of San Salvador at Washington, D. C.

Sweden—M. Victor Almquist, chief of the general prison division, Stockholm.

Switzerland—Dr. Guillaume, director of the Swiss Bureau of Statistics and secretary of the congress, Berne; Prof. Dr. Eugene Borel, Geneva, editor-in-chief of the Congress; M. Otto Kellerhals, director of the Colonie Penitentiaire, Wizwil-Berne.

Spain—Senor Dr. Don Eugenio Silvela y Corral, ex-dep. and attorney Supreme Court, Madrid; Senor Dr. Don Fernando Cadalso, inspector general of prisons, Madrid; Senor Dr. Don Jose Valdes, Madrid.

Siam—Mr. E. H. Loftus, first secretary of the Siamese legation, Washington, D. C.

Turkey—Saadeddin Bey, judiciary inspector, Constantinople.

Tunis—M. Raoul Damon.

Venezuela—Senor Dr. Don Esteban Gil-Borges, first secretary of the legation, Washington, D. C.

The Indianapolis program, as arranged by the various committees, will be as follows: On the arrival of the train September 26, at 7:00 A. M. the party will be met by the reception and automobile committee and escorted in automobiles to the Claypool Hotel, which has been selected as the Indianapolis headquarters, and where breakfast will be served. At 9:00 A. M. the visitors will be escorted in automobiles to the various penal institutions and places of interest, and luncheon will be served at the institution where they may happen to be at the noon hour. During the afternoon the visits will be continued. At 6:00 P. M. dinner will be served at the Claypool hotel. At 8:00 P. M. a reception to the International Prison Congress at the state capitol to be given by Governor Marshall, the Commercial Club, the Board of Trade, the Indianapolis Trade Association, the Indianapolis Clearing House Association, and other civic and commercial bodies of the city. Addresses will be made by Governor Marshall, Charles W. Fairbanks, chairman of the committee on arrangements, and a few of the distinguished visitors.

After these preliminary exercises in the hall of the house of representatives a reception will be given to the visitors in the corridors and the governor's offices, where refreshments will be served and music by the band from the Indiana Boys' School of Plainfield, Indiana. Following the reception the visitors will be escorted to their train which will be in waiting at the Union Station.

Invitations to the reception will be issued only to the members of the various committees, their families, and the members of the commercial and civic organizations of the city participating.

Is Theatrical Center

Indianapolis is becoming an important theatrical center. The announcement has been made that Leonard Blumberg will direct the middle western theaters of the Shubert circuit from Indianapolis and likewise that Shafer Ziegler will manage a chain of the Anderson-Ziegler theaters from this city.

Mr. Blumberg was manager of the Shubert Murat theater here last season. This year he will have general supervision of the Shubert theaters in Chicago, St. Louis, Kansas City, Louisville, St. Paul, Minneapolis, Toledo, Denver and other smaller cities as well as the Murat.

Shafer Ziegler will manage the Park theater here and will direct the Anderson-Ziegler theaters in Dayton, Cincinnati and Columbus as well.

The Grand Opera House opened September 5 under the management of B. F. Keith.

YOUR CITY IN PARAGRAPHS

Indianapolis has had a postoffice for 88 years, the office having been established in 1822. The first postmaster was Samuel Henderson, who was appointed in 1822 and served until 1831. A complete list of Indianapolis postmasters and the period of their service follows:

Samuel Henderson 1822-31
Joseph Moore (one month) 1831
John Cain 1831-41
Livingston Dunlap 1841-45
A. W. Russell (died in office) 1845-49
James N. Russell 1849-53
W. W. Wick 1853-57
John M. Talbott 1857-61
A. H. Connor 1861-66
D. G. Rose 1866-69
W. R. Holloway 1869-81
J. A. Wildman 1881-85
Aquilla Jones, Sr., 1885-89
William Wallace 1889-91
E. P. Thompson 1891-94
Albert Sahm 1894-98
James W. Hess (died in office) 1898-00
George F. McGinnis 1900-05
H. W. Bennett (resigned) 1905-08
R. H. Bryson 1908

Mr. Bryson is now serving. His salary is $6,000 per annum.

MORE MONEY FOR THE SCHOOLS

THE public schools of Indianapolis will have approximately $1,184,500 at their disposal for the year 1910-1911. This means an increase of about $37,500, made possible by the action of the board of school commissioners in raising the tax levy for school purposes from fifty-eight to sixty cents.

This increase will affect all city property and will make the total levy for state, county, township and city purposes $2.21 instead of $2.19.

A much desired increase in salaries for teachers and the necessity for new buildings and other improvements brought about the decision of a majority of the school board and resulted in the increased tax levy. An agitation in behalf of higher salaries for the teachers has been persistent and has met with the approval of many societies and organizations. It resulted finally in a recommendation by C. N. Kendall, superintendent of schools, that salaries should be substantially increased. The Commercial Club indorsed the plan which was adopted, and it was believed by many that this was the fair and just way of meeting the situation.

It is shown by a report just made to J. R. Carr, county superintendent of schools, by F. L. Reissner, secretary of the Indianapolis School Board, that the cost of maintaining the city schools has increased $3.57 per capita over the preceding year.

For the year ending July 31, 1909, the cost per capita was $49.65. For the last year the cost was $53.22. The total enrollment of children in the city schools last year was 33,082, an increase of 1,415 over the preceding year. The average daily attendance was 26,393. Four hundred and twenty-five were graduated from the high schools, which was an increase of twenty-four over the year preceding.

The aggregate amount paid to teachers last year was $706,491, a daily average of $4,053.03. In the year which ended July 31, 1910, $221,875 was expended in permanent improvements as against $178,940 in the preceding year. In every department of school work there were increases in cost incident to the gradually increasing number of pupils and it became necessary to meet this additional cost.

THE STORY OF SIXTY CENT GAS

DOWN in the extreme southeastern corner of the city is an immense gas plant, so little known by the citizens in general, that when seen for the first time it looks almost as though it must have been brought in whole, and between two days spread out over its twenty-two acres of ground.

To be sure everybody in Indianapolis knows that the Citizens' Gas Company is making and delivering gas and that it was pioneer in cheap gas. But few have seen the plant where the gas is produced and not many have ever stopped to wonder anything about it. Yet here is an immense industry that represents municipal ownership—nearly. Although not operated directly by the city government, the plant is owned by the people and the management acts under a franchise which guards the city's interests. Not all of the citizens are stockholders, yet all are entitled to the benefits.

It will be a year next December since the plant got under full headway, and while there has been little of the phenomenal in the growth of the company, the unseen influence on the community has been most powerful. Indianapolis would not have had sixty-cent gas but for this company. The growth of the city by the development of new additions has been made possible through the extension of the mains by the Citizens' Company.

FIGURES DON'T TELL STORY

These facts and others proving the value of the company to the community are generally recognized, yet the public interest would be broadened by a knowledge of the immense investment which has been made to save money for the gas consumer. This plant, so little known, conveys to the mind of the layman more definite information to this end than many pages of financial statements and annual reports.

The fact that the plant cost almost $700,000 is not nearly so significant as an inspection trip over the plant itself. The twenty-two acres occupied is situated at the intersection of the Belt Railroad and Prospect street, an admirable location from almost every standpoint. Connections are made with both the Belt Railroad and the Cincinnati division of the Big Four. Thousands of tons of coal are received at the plant every month while there is also a heavy tonnage of outgo of coke, tar and ammonia. The coal now used comes from the Virginias. As it arrives it is dumped direct from the cars into a pit from which it is automatically conveyed to the crusher house where it is practically pulverized. A reserve supply averaging about 6,000 tons is kept on hands for emergency.

CARRIED HIGH IN AIR

When the coal has been crushed an automatic conveyer carries it to a 400-ton coal bin high in the air from which it feeds into a charging larry. This is a specially constructed car which holds just enough of the coal to charge an oven—eight tons. This larry operates on an elevated track, running above the batteries of coke ovens.

There are two batteries of twenty-five coke ovens each. At present about thirty-six ovens are charged a day, which is regarded as a slow schedule. The consumption of gas during the summer months is always somewhat decreased.

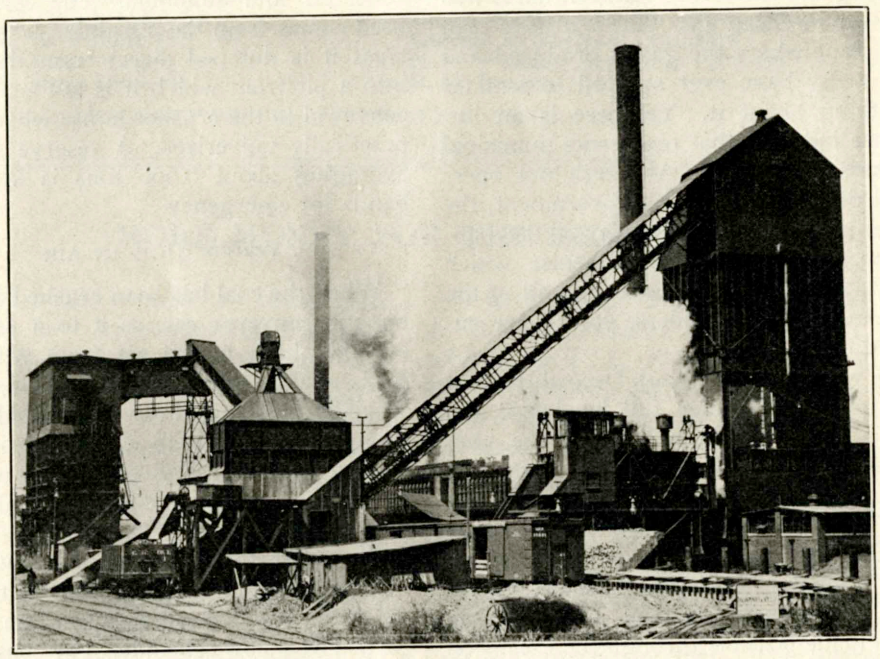
When an oven has been charged with coal it is sealed up and though no direct flame is applied to the coal the process of heating it by the burning of gas around the compartment holding the coal, distills the gas which is drawn off and leaves the oven filled with coke. This is removed automatically, the molten mass passing into the quencher where it is cooled by a flow of water, and the quencher car running on special tracks discharges the finished coke upon a selecting platform where it is separated for domestic and foundry uses. Only the larger pieces of

hard quality are utilized as foundry coke, while the remainder is automatically conveyed to a high level again where it is screened and graded.

Thus by the arrangement of the equipment the coal proceeds in a raw state from the freight cars through the entire process until it returns to other freight cars as commercial coke without being handled by labor. A few men in charge of the automatic mechanism do the work that once required the services of scores.

ess is reduced to a liquid of about twenty-five per cent strength. The gas receives its final purification by being passed through iron oxide which removes the sulphur. The gas then passes through the meter station and into the immense holder which has a capacity of 1,000,000 feet. From this it goes directly into the high pressure mains and on to the consumer.

Not all the gas from the ovens is served to the consumer. That portion which



PART OF CITIZENS' GAS COMPANY PLANT

Interesting as this portion of the plant is, it is merely a side issue. The manufacture of gas requires what might be termed an independent plant. The gas, when distilled from the coal, passes through large mains and then into innumerable coils which are subjected to a constant flow of cold water, and by this cooling process tar is precipitated. Next the gas is caused to pass directly through cold water which extracts the remainder of the tar and takes out the ammonia. The tar being the heavier, the ammonia water is drawn off and by a boiling proc-

comes off last is of an inferior quality and instead of mixing this with the higher grade and thereby reducing the average quality, the company retains the inferior gas and burns it in the ovens.

Much of the machinery at the plant is operated by electricity which is generated at the company's power house.

In addition to the by-product gas plant the company has a water plant with a capacity of 2,000,000 feet, which is not operated, but is held in reserve for emergency. The quality of gas made by this system is not so good as the oven gas and

is very much more costly to produce, because there is no income from by-products.

A little more than a million feet of gas a day is being produced, but the company would gladly meet a demand for twice this amount. J. D. Forrest, secretary of the company, has declared that when the number of consumers has been increased from the present 7,000 to 10,000 the company will be earning full dividends on the stock and will be in a position to consider further reduction in the price of gas to consumers.

MUSIC IN A NEW HOME

VIEWED both from the standpoint of education and art, Indianapolis is to have the best and most satisfactory season of music this winter ever offered here. The concert series arranged by Ona B. Talbot, which will be given in the Murat theater, will be brilliant musically and socially as well.

In her work this season Mrs. Talbot has the co-operation of an advisory committee composed of Charles W. Fairbanks, John Chislett, John N. Carey, Hugh J. McGowan, Clemens Vonnegut, Ferdinand Mayer, Delavan Smith, Frederick M. Ayres and Meredith Nicholson.

Further, however, Mrs. Talbot is bringing to Indianapolis four attractions that should be their own assurance of success. The first is the appearance of Anna Pavlowa and Michael Mordkin, with a great Russian ballet of sixty and a splendid symphony orchestra. This concert was arranged through the Metropolitan Opera Company and the Russian government, the dancers and the ballet being part of the Imperial Opera. They come to Indianapolis by permission of the Czar of Russia. The concert will be given October 26.

The second and third concerts, December 1 and February 9, will be given by the Cincinnati Symphony Orchestra with soloists. Under Leopold Stokovski the Cincinnati Orchestra has come again into its own and ranks among the best. These two concerts are expected to prove of high educational value. The names of the soloists have not yet been announced.

The last number is a spring music festival, April 21 and 22, in which the famous Sheffield Choir of England will be heard with the Cincinnati Symphony Orchestra. Beethoven's Choral Symphony will be sung on the first night and on the second, the Dream of Gerontius, at which time the composer, Sir Edgar Elgar, will conduct. This is an event of great importance musically, as Sir Edgar Elgar is recognized as one of the world's greatest living composers.

The placing of these concerts in the new Murat theater gives opportunity for many social features. Nearly all of the twenty-four boxes have been subscribed by society leaders while others who prefer seats in the auditorium have obtained seats there.

The high quality of the concert series and the splendid setting given in the new theater are part of the growth and development of Indianapolis—an indication of a desire for better things, such as has been manifest in the lighting of the business streets, the new bridges, attractive architecture, boulevards, parks and the agitation in behalf of a civic center.

THE CENSUS RETURNS

Well, Forward! wasn't so far wrong after all. Its estimate of the Indianapolis census returns, as published in the August number, was 236,490. The official figures, as recently announced from Washington, are 233,650.

While some of the citizens were expecting, or hoping, for 250,000, there is no cause for disappointment. "Are we downhearted? No!" The present official population shows an increase of 64,486, or 38.1 per cent, over 1900. It is very satisfactory. It indicates a steady, healthy growth—a growth to be proud of.

Indianapolis is growing in many ways not indicated by the census. It is growing in culture and in achievement. Mere numbers do not tell the tale. We're glad to have a crowd—but we're more than ever glad that it's a good crowd—what there is of it.

Quality counts for quite as much as quantity.

Another Skyscraper

Another big building is to be added to the skyscraper family of Indianapolis.

The Crane Company, wholesale plumbers, has purchased a lot at Market and Missouri streets and will there erect a ten-story steel and concrete building next spring.

This lot is a full half city block and the new building will be occupied exclusively by the Crane Company. It will be the biggest structure of its kind in Indianapolis.

A spur of the Belt Railroad adjoins the new site and it was this that led the company to buy the property. The new building will have floor area of 1,000,000 square feet. At present it employs about 125 men. It is understood that 250 will be employed when the new building is completed.

New Bank Opens

The Fletcher-American National Bank, which is the outgrowth of the Fletcher National and the American National banks, opened for business in the quarters of the old American National, September 6. The merging of interests was indorsed by the stockholders of the two institutions and officers were elected as follows:

Chairman of the Board—John Perrin.
President—Stoughton A. Fletcher.
Vice-President and Counsel—Evans Woollen.
Vice-President—W. A. Hughes.
Vice-President—Charles Latham.
Cashier—H. A. Schlotzhauer.
Assistant Cashier—Theodore Stempfel.
Assistant Cashier—Ralph K. Smith.
Assistant Cashier—C. W. Minesinger.
Assistant Cashier—G. H. Mueller.
Assistant Cashier—Oscar P. Welborn.

The board of directors consists of: Henry C. Atkins, F. M. Bachman, Hervey Bates, Hervey Bates, Jr., James I. Dissette, Hugh Dougherty, Stoughton A. Fletcher, W. A. Hughes, Charles Latham, F. W. Lewis, G. H. Mueller, John Perrin, W. F. Piel, J. C. Schaf, Henry Severin, Ralph K. Smith, Ferdinand Winter and Evans Woollen. The capital stock is $2,000,000.

Business Briefs

The Great American Automobile Company of Indianapolis, capitalized at $1,500,000 has been granted a charter at Dover, Del. Samuel Quinn, Jr., Charles N. Lee and L. H. Van Briggle, of Indianapolis, are directors. The company has an option on a tract of land west of the Motor Speedway where the factory will be built.

Responding to a call issued by L. A. Sears, of Chillicothe, Ohio, president of the National Canners' Association, members of the Indiana Hominy Packers' Association met last month in Indianapolis to discuss ways and means for bettering the quality of their goods. More than twenty-five packers attended.

The entire first floor of the new Lemcke Annex will, when completed, be occupied by the Columbia National Bank and the Security Trust Company.

The Indianapolis Retail Shoe Association has been formally organized with the following board of directors: George J. Marott, John A. Ehrensperger, Thomas Welch, Arthur Brown, William Hart, Edward Stout, William Barr, Herbert Selig and Walter Crook.

The property at 408 North Delaware street now occupied by the Lain's Business College has been purchased by Marvin L. Lain, president of the school, for $25,000. A building, to be devoted to school purposes, will be erected there at a cost of between eight and nine thousand dollars.

H. H. Symmes of Indianapolis has been awarded the contract for the waterproofing and the Mastic Rock Asphalt work of the

Winnipeg Union Terminal Passenger station at Winnipeg, Manitoba. Mr. Symmes has filled similar contracts for the Canadian Pacific Railway Company at Winnipeg and Montreal.

A women's rest room will be one of the big features of the Lemcke Annex, the new fifteen story building now being erected on property adjoining the Lemcke building.

Indianapolis will probably become a subdepot for the United States Postoffice Department. The third assistant postmaster general is now conducting negotiations looking to this arrangement.

The sixth annual meeting of the Indiana State League of Postmasters of the United States was held in the Federal building August 24 and 25.

The Indiana Title Association held its annual convention at the Denison Hotel August 30 and 31. J. R. Morgan of Kokomo is president of the association.

H. K. Wasson has been chosen president of H. P. Wasson & Co., succeeding his father, the late H. P. Wasson.

The National Moving Pictures Company is a new Indianapolis concern which has recently engaged in business in the old Board of Trade building. The active members of the company are J. Harry Green and William A. Jacoby. They are taking up a new feature of moving picture work—the commercial end. They have conceived the idea of exploiting private and public business by means of moving pictures, and have been greatly encouraged in their enterprise by business men. Their first work was done at the Speedway, where they made moving picture films of the July automobile races. They took the pictures recently shown here of Raper Commandery's prize drill team.

Charles A. Greathouse, of Indianapolis, has been chosen by the democratic state committee to succeed Robert J. Aley as a candidate for state superintendent of public instruction.

Men and Affairs

The Overland Automobile Company has entered into an agreement to furnish automobiles for the collection of mail in Indianapolis until July 1, 1911.

The Grand Lodge, Knights of Pythias, will meet in Indianapolis October 4 to elect officers for the ensuing year.

Capital Council No. 276, Y. M. I., celebrated its fifteenth anniversary last month with a dinner. Representative Charles A. Korbly was the guest of honor.

The Indianapolis Traction and Terminal Company is being consulted as to the cost of the company's assuming the task of sprinkling the city's streets. This is done in some other cities. The suggestion was made by Councilman Charles B. Stilz and was approved by Mayor Shank.

WILL CLOSE FOR TWO WEEKS

In order to facilitate changes which are to be made at the Commercial Club, it has been decided by the Board of Directors to close all social features of the club rooms for two weeks beginning September 17th.

By so doing the contractor will be given free rein and can make much better progress. The cafe, reading room, parlors, pool and billiard and chess and checker rooms are included in the "closing order."

These rooms will be opened again by September 25th or 26th, although the improvements contemplated will not be completed until about October 5th.

When everything is completed the Commercial Club will have another entire floor devoted to the business and pleasure of its membership. The cafe will be greatly enlarged, and in every way the quarters will be pleasant and commodious.

Albert Sahm, of Marion county, in an address before the County Auditors' Association last month, called attention to what he says is the unjust apportionment of common school funds. The association will meet here again in December.

Members of the Indiana Electric Light Association in session here have declared themselves in favor of a public utilities commission and expressed regret that the state legislature has not already established one.

Merle N. A. Walker, city attorney, is checking up the charges made against the city by railroad companies in pro-rating the expense of track elevation. Mr. Walker believes the city has not received fair treatment.

Clarence A. Kenyon writes to the Star from Brussels, where he is a delegate from Indiana to the International Road Congress that Indiana is lagging behind European countries in the matter of good roads. He says the lagging is due to indifference.

The board of park commissioners has announced that it will ask the city council for an increase in the city tax levy for park purposes from 5 to 7 cents on each $100. This money would be used for park work only and would not be applied to boulevard work.

Dr. Moses Thorner has resigned as police surgeon and has been succeeded by Dr. Ira Dunlavy.

H. F. Flagg of Chicago came to Indianapolis one night recently and thought he had been put off at the wrong station. Mr. Flagg was familiar with the Indianapolis of thirty

COMING EVENTS

Indiana State Fair	**Sept. 12-16**
State Bankers' Association	**Sept. 14-15**
Reception to Prison Congress	**Sept. 26**
Grand Lodge K. of P.	**Oct. 4**
Speech by Theodore Roosevelt	**Oct. 13**
I. O. R. M. Great Council	**Oct. 18**
Reception to Irish Members of British Parliament	**Oct. 20**
Degree of Pocahontas Great Council	**Oct. 20**
Arbor Day	**Oct. 28**

years ago and he could not believe that this was the same place. The big buildings, lights at night and the general activity amazed him.

John A. Ferry, chaplain to the Tenth Infantry at Fort Benjamin Harrison, has been detailed by the War Department as chaplain at the United States Military Prison at Fort Leavenworth, Kansas.

The cornerstone of the new Germania Avenue Baptist church has been laid. The principal speaker was the Rev. O. A. Cook, pastor of the First Baptist Church of Shelbyville.

The Rev. Richard R. D. Biedermann, following the expressed desire of his congregation at St. Paul's Lutheran church has declined a call extended to him by Trinity Lutheran Church of Sheboygan, Wis.

J. B. Farrell has been appointed train master of the Cincinnati, Hamilton & Dayton railroad, with headquarters in Indianapolis. He succeeds D. Sullivan, who has been assigned to special duties connected with the general supervision of the improvements of the lines.

The Rev. J. C. Day has resigned as pastor of the Irvington Presbyterian Church. He has accepted the pastorate of the Tyrone Presbyterian Church of Tyrone, Pa.

Former active members of the Indiana University Press Club have organized an alumni association. The charter members are: Jackiel W. Joseph, Andrew J. Rogers, Fred B. Johnson, Leroy Buckley, Frank E. Raschig, John Mellett, E. E. McFerren, Paul G. Davis and W. S. Greenough.

Members of the Brookside United Brethren Church, Eleventh and Olney streets, have laid the cornerstone of their new church building. The Rev. J. E. Paddock officiated. The Rev. M. K. Richardson is pastor of the church. The new church will seat five hundred people.

Four Indianapolis men were honored by election to office at the fifteenth annual convention of the Indiana and Michigan jurisdiction of the Young Men's Institute, held recently at Richmond. C. J. Lenahan was elected grand president, Joe Schrener grand secretary, P. J. Moran grand director, and Morris J. Seaular, delegate to the supreme convention in San Francisco.

The Presbyterian and Methodist churches of Beech Grove have taken steps to incorporate under the name of the Federated Church of Beech Grove. By this method they intend to secure the services of a resident pastor. The committee appointed to perfect the plan follows: E. I. Baley, J. W. Mitchell, W. J. Clapp, S. J. Brandon and L. B. Mann.

German day was celebrated at Germania Park, Sunday, August 14, with an elaborate program of music and speeches. Joseph Keller, president of the United German Societies of Indiana, was speaker of the day.

Walter S. Randall and Isaac H. Phares have been appointed by Mayor Shank as accountants to examine the books of the Indianapolis Board of School Commissioners. This examination is required by law.

A society known as Linath Azebeck has been incorporated by a number of Jewish residents of Indianapolis. Samuel Nickart is president of the society, which will follow the religious laws of the Hebrews with regard to services for the sick and the dead.

Walter Brookins, one of the Wright aviators who made a record for altitude during the aeroplane meet at the Speedway, was severely injured at Asbury Park, New Jersey, last month, when his aeroplane for some unknown reason tumbled from the sky to the ground. Several spectators were also hurt. Brookins will live to fly again.

Everett W. McGinnis has been elected president of the Central Labor Union. A former election resulted in a tie.

Karl Schneider, prominent in Indianapolis musical circles, has decided to remove to Philadelphia, where he will open a vocal studio. He will also have a studio in New York.

Governor Marshall has been invited to preside at a reception to be given in Tomlinson Hall October 20 to John E. Redmond and fellow members of the English parliament, who will visit Indianapolis at that time. The United Irish League will act as host.

YOUR ACCOUNT SOLICITED

4% Paid FIDELITY TRUST COMPANY INDIANAPOLIS on Savings

OUR MAXIM

Safe, Conservative, Progressive

Fidelity Trust Co.

WM. M. FOGARTY, President

Phones 73 156-158 East Market Street

"Ship Ahoy" proved a delightful and profitable entertainment at Fairview Park. The performance was given on a near-battleship, which was anchored in the canal and the proceeds will be devoted to the Murat Temple building fund.

The International Interdenominational County Fair, given for one week at Wonderland park, gathered in over $6,000. After the expenses have been paid the proceeds will be given to the Summer Mission for Sick Children.

Leonard S. Sargent, president of the Sargent Paint and Color Company, is dead at the age of 53 years. He was active in the business world and had built up a prosperous establishment. He was identified with many Indianapolis clubs and organizations.

The death of John A. Schumacher took away one of the most successful of the city's builders. He was widely known as a contractor and had many interests. He was a member of the Commercial Club and other organizations. Mr. Schumacher, as contractor, built the Commercial Club building.

The demand of the people of Indianapolis for a north side cross-town street car line has been voiced by the Commercial Club. In a resolution urging the board of works and the Indianapolis Traction and Terminal Company to proceed at once to this end, the club has reflected the feeling of a majority of citizens. It appears that the board favors the improvement, and an investigation is being made to determine what route is best.

The American Order of Owls has been reorganized and renamed the Fraternal Order of Orioles, with J. P. Mullally of Indianapolis as junior supreme past president.

The Rev. George D. Wolfe, pastor of the Fletcher Place M. E. Church, has been transferred to the pastorate of the Methodist Episcopal Church at Butte, Mont.

Roger R. Shiel, of Indianapolis, who had been prominent in business and politics for many years, died August 29 at Oxford, Ohio. He suffered a breakdown last March, and had been in ill health since. Mr. Shiel acquired large property interests and was at one time particularly active as a stock dealer. The funeral was held in Indianapolis. He was 67 years old.

Plans are said to be on foot for the establishment of new and complete freight terminals for the Pennsylvania Railroad Company in In-

LEARN HOW TO DIE

What is to be the income of those dependent upon you after you are gone? Figure it out TO-DAY, while vigorous and sane, and see if you should not place more insurance between them and eventual distressing want.

The new contracts of the TRAVELERS are unequaled. Let me mail you rates at your age. Write to-day.

WILLIAM A. HUNGERFORD
Insurance Agency, 203 Newton Claypool Building

EVEN IF YOUR PRINTING IS OF THE VERY BEST QUALITY IT IS NO BETTER THAN YOU OUGHT TO USE — YOUR PRINTING WILL BE OF THE VERY BEST QUALITY—

IF IT IS DONE BY

The Bramwood Press

THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

Catalog Printing is Our Specialty

Telephones, New 3951, Old Main 2484

Lyman Brothers

Pictures, Mirrors and Frames. High Grade Goods and Low Prices. WHOLESALE and RETAIL.

203 North Delaware Street

Interior Decorating and Frescoing

F. J. Mack & Co.

Main 5558 : New 1726

No. 26 Kentucky Avenue

Fall Planting

Better Order Trees, Shrubs, roses and perennials now—we will be busier later

WE HAVE ESTABLISHED A CITY OFFICE FOR YOUR CONVENIENCE

C. M. Hobbs & Sons

NURSERYMEN BRIDGEPORT, IND.
927-928 State Life Building

O. A. Hobbs, Representative
New Phone 881 Old, Main 6206

Up-to-Date Modern Homes On Payments

Our homes all have complete bath, furnace, electric lights, gas, sewer connections, city water, cisterns, both waters inside, pantries, plenty of large, roomy closets and all houses double lined.

Look at 975, 977 and 1049 West 32d Street, also 39th and Carrollton Ave. All are beauties. Terms, $300 cash and $25 per month.

Cottage Construction Co., Inc.

2817 Clifton Street New Phone, Clifton 151
Open Until 9 O'clock P. M. Old Phone, North 1866

dianapolis. A petition filed by the company asking permission of the city to lay three additional tracks across Merrill street, between Pennsylvania and Delaware streets, was the first public knowledge of the proposed terminals. The railroad company has not announced its complete plans or the amount of money to be expended in the improvement.

The board of park commissioners revised an old custom August 10, and entertained the members of the city council at dinner at Fairview Park.

It was practically decided at Pittsburg last month that Indianapolis is to have the new hotel training school of the International Stewards' Association. The new establishment is to be built on the old Winona Technical Institute grounds, and the financial troubles of the institute led to a delay in these plans. Charles A. Bockwalter, receiver for the institute, addressed the stewards at Pittsburg and explained matters in such a way that the training school is believed to be assured.

Commercial Club Members

The following have been elected to membership in the Commercial Club:

Stephen A. Clinehens, 835 State Life building, attorney.

Frank W. Cooley, 227 Board of Trade, Reliance Life Insurance Company of Pittsburg, general agent.

Cornelius Cunningham, Crawfordsville, Ind., broker.

J. B. Gordon, Sun Publishing Company, associate editor.

George W. Lennox, 126 East New York street, Rapp & Lennox, pianos and piano players.

H. D. Pierce, Jr., 200 Indiana Trust building, Walker & Hollett, attorney.

Arley E. Shirley, 2108 West Michigan street, undertaker.

Ralph Swearengin, Camby, Ind., live stock dealer.

H. K. Wasson, 10 West Washington street, H. P. Wasson & Co., president.

F. B. Bradley, 11 West Market street, Telepost Company, manager.

George Buck, Shortridge High School, principal.

Will P. Edmondson, Senate avenue and McCarty street, Adams-Carr Company.

C. C. Gilmore, 2419 North Illinois street, retired.

Oliver A. Hobbs, 927-928 State Life building, C. M. Hobbs & Sons, nurserymen.

C. F. Hetherington, 19 West South street, Hetherington & Berner, engineer.

Ephraim Inman, 613-614 Lemcke building, attorney.

Frank L. Meier, 35 West Chesapeake street, Meier Electric and Elevator Company, general manager.

Harrison P. Mork, 603 Odd Fellow building, Mork & Rominger.

J. Edward Morris, Marion Trust Company.

Benjamin Hersh, 337 Massachusetts avenue, American Household Supply Company.

Ira M. Holmes, 218 American Central Life building, lawyer.

R. L. McLellan, 25 South Pennsylvania street, Merchants' Heat and Light Company, contract agent.

David R. Murray, 1005 Law building, Murray & Miller, lawyer.

Harry Slough, 87 State House, state labor commissioner.

W. H. Buderus
CONSULTING ENGINEER
Special Machine Designer
Automobile Design Structural Steel
601 MAJESTIC BLDG. MAIN 4241

Ames Iron Works
Established 1854 L. A. POUNDSTONE, District Mgr.
STEAM ENGINES AND BOILERS
Our Specialty is Engines for Electrical Service
Lowest Maintenance Cost Obtainable
705 Traction Terminal Building Phone Main 486

HUGH J. BAKER
Consulting Engineer
ARCHITECTURAL
Concrete Steel
408 Majestic Main 461

Celebrated Racine Line
BUSINESS WAGONS, DRAYS, DUMP CARTS, ETC.
Repository, 521-7 E. Washington
Phone, Main 7812
Phone, New 3417
JAS. R. DEEL

The Telepost
SAVES MONEY AND GIVES
QUICK SERVICE BETWEEN
INDIANAPOLIS &
Kansas City Chicago
Louisville St. Louis
Terre Haute Sedalia, Mo.
Springfield, Ill.
Twenty-Five Words
Twenty-Five Cents
ANY TIME, DAY OR NIGHT
The Telepost Company
No. 11 West Market Street
F. B. BRADLEY, Manager

Hoosier Casualty Company

Lemcke Building, Indianapolis, Indiana

Accident, Health and Death Insurance

An Indiana company, organized by and for Indiana people; returns a larger per cent. in claims to its policyholders than any other company of its kind doing business in this State. Why not patronize a company which invests all its surplus in Indiana securities, which are deposited with the Auditor of the State of Indiana, for the protection of its policyholders?

Correspondence or Interview Invited

$35,000,000 LOST

Uncle Sam lost thirty-five million dollars up to a short time ago by defalcations of employes who had been permitted to give *personal* bonds. When Uncle Sam tried to collect on those bonds—the bonds were found to be *worthless*.

In the same length of time Uncle Sam

GOT EVERY CENT BACK

that had been taken by employes who had given *corporate surety* bonds. The bonds were *good*. You see the point.

Have all of your employes who handle money, accounts or stock bonded in the strong

Federal Union Surety Co.

Lemcke Building, Indianapolis

Personal Accident, Plate Glass and Burglary Insurance Written

McMeans & Tripp

CONSULTING ENGINEERS

MECHANICAL—ELECTRICAL

Factory Architects Machine Designers

710 Majestic Building

WORTH YOUR WHILE—TO SEE

FOGAS BROS. *for* **JEWELRY**

564 Massachusetts Avenue New Phone 4328

The Wales Coal & Lime Co.

G. R. WALES, PRESIDENT

Special Attention to Domestic Coal

Dealers in

Coal, Lime & Cement

LATH, HAIR AND PLASTER

Office and Yard, Martindale Ave. and Big Four

New Phone 585 Woodruff 350

Indianapolis, Indiana

Good Advertising

Consists in DISCRIMINATING against METHODS that do not reach prospects

HOUSE ORGANS

GET BUSINESS because THEY GO to a SELECTED LIST of prospects. The

INDIANAPOLIS HOUSE ORGAN

goes to TEN THOUSAND business and professional men WHO BUY THINGS. IT IS GOOD ADVERTISING, if it is printed in the display pages of

FORWARD!

The MAGAZINE for INDIANAPOLIS
Ask the Commercial Club for rates.

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

HARRY ISGRIG ARLEY F. KNOLL

Isgrig Coal and Ice Company

Genuine Pocahontas

MAIN YARD, CORNELL AVENUE AND TWENTY-SEVENTH STREET

Both Telephones

THEODORE ROOSEVELT & CHARLIE CARR!

WHY WAIT UNTIL TO-NIGHT TO READ OF THE HITS THEY MADE YESTERDAY, WHEN THE WHOLE STORY IS BRIGHTLY TOLD THIS MORNING IN

THE INDIANAPOLIS STAR

THIS IS ONLY ONE OF

57

a la Carte Combinations at the

Hiawatha Cafe

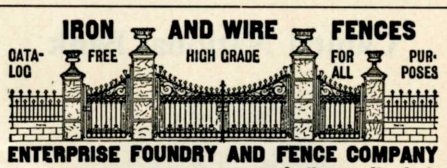
Soup
Grape Fruit
Short Ribs of Beef and Browned Potatoes
Corn on Cob Green Peas
Peach Cobbler
Coffee

At Any Other Cafe $1.75
At the Hiawatha Cafe 65
. $1.10

SAVING, SERVICE AND SIVILITY
SUPREME AT THE

Hiawatha Cafe

THE HOTEL KINGSTON
Conducted by Mrs. A. J. TRON
35 Monument Place



ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. **Indianapolis, Ind.**

Fred A. Gregory John J. Appel

Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

Pianos, Band & Orchestra Instruments
Sole Representatives of the Celebrated
WEGMAN PIANO
CARLIN & LENNOX
New 151—Main 151 5 and 9 East Market St.

SEPTEMBER
BASS FISHING
This is the month that bass bite. TAKE A DAY OFF and try your luck.
Recreation is profitable to any business man.
GUS HABICH THE SPORTSMAN'S STORE
142 East Washington St.

Cheap Gas and the Census

¶ Indianapolis has an official population of 233,650 which is a growth of about 64,000 in ten years.

¶ The increase in the next ten years depends somewhat on the fidelity of citizens to home industries.

¶ The Citizens Gas Company is a home industry in every sense of the word—built with home money, owned by home people and managed by home men.

¶ Sixty-cent gas has helped Indianapolis expand. Still cheaper gas will cause more rapid expansion. And with increased consumption, the Citizens Gas Company will be in a position to consider a cut in price.

¶ Every householder may be a booster for a Greater Indianapolis by using Citizens Gas Company coke and gas.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

BUY A DOLLAR'S
WORTH OF
BOOST

BY SUBSCRIBING FOR

FORWARD!

THE MAGAZINE FOR
INDIANAPOLIS

PUBLISHED BY THE
COMMERCIAL CLUB

Sewell-Clapp Envelopes

Established 1875

Are used by more first-class business houses in Indianapolis and vicinity than any other make, because they are the best and cheapest Business Envelope.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS
617 Terminal Building—Phone Main 220

Established 1900 New Phone 3413

Indianapolis Plating Co.

PLATING—	REPAIRING—
Gold	Cash Registers
Silver	Adding Machines
Nickel, Copper and Brass Plating	Time Recording Clocks And All Difficult Repairing

Brass Beds and Chandeliers Refinished

432-434 Massachusetts Avenue
Indianapolis, Indiana

The Marion Trust Company

INDIANAPOLIS

Pays Three Per Cent Interest on Savings

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

7 East Market Street
INDIANAPOLIS

PROCESS LETTERS
ADDRESSING
MAILING

TELEPHONES
Main 2379 New 5919

ED. R. CAMPBELL, Manager ALEX BECK, City Salesman

Remember Litho-Print Office Stationery

Don't Be Afraid to Ask Questions

Do you know there are a lot of men in business who are NOT REALLY BUSINESS MEN? And that it is all because they assume to know it all and NEVER ASK QUESTIONS?

For instance, they send out a great many letters seeking new business, and when no results are obtained, they quit in disgust—they ought to ask "WHY."

Or, they have the bookkeeper prepare copy for a folder or a booklet and expect the printer to make it pull orders—they ought to ask "HOW."

MERLE SIDENER, Publicity Counsel, 607 Majestic Building, Can Answer Such Questions.—ASK HIM

FORWARD is doing its part in fighting for a bigger and a better Indianapolis.

FORWARD is published by the Commercial Club solely to advance Indianapolis.

FORWARD has an audience of 10,000 of the best and most influential citizens.

The business man must recognize a powerful partner for bringing new orders in **FORWARD**

The citizen must see vast possibilities for the development of Indianapolis in **FORWARD**

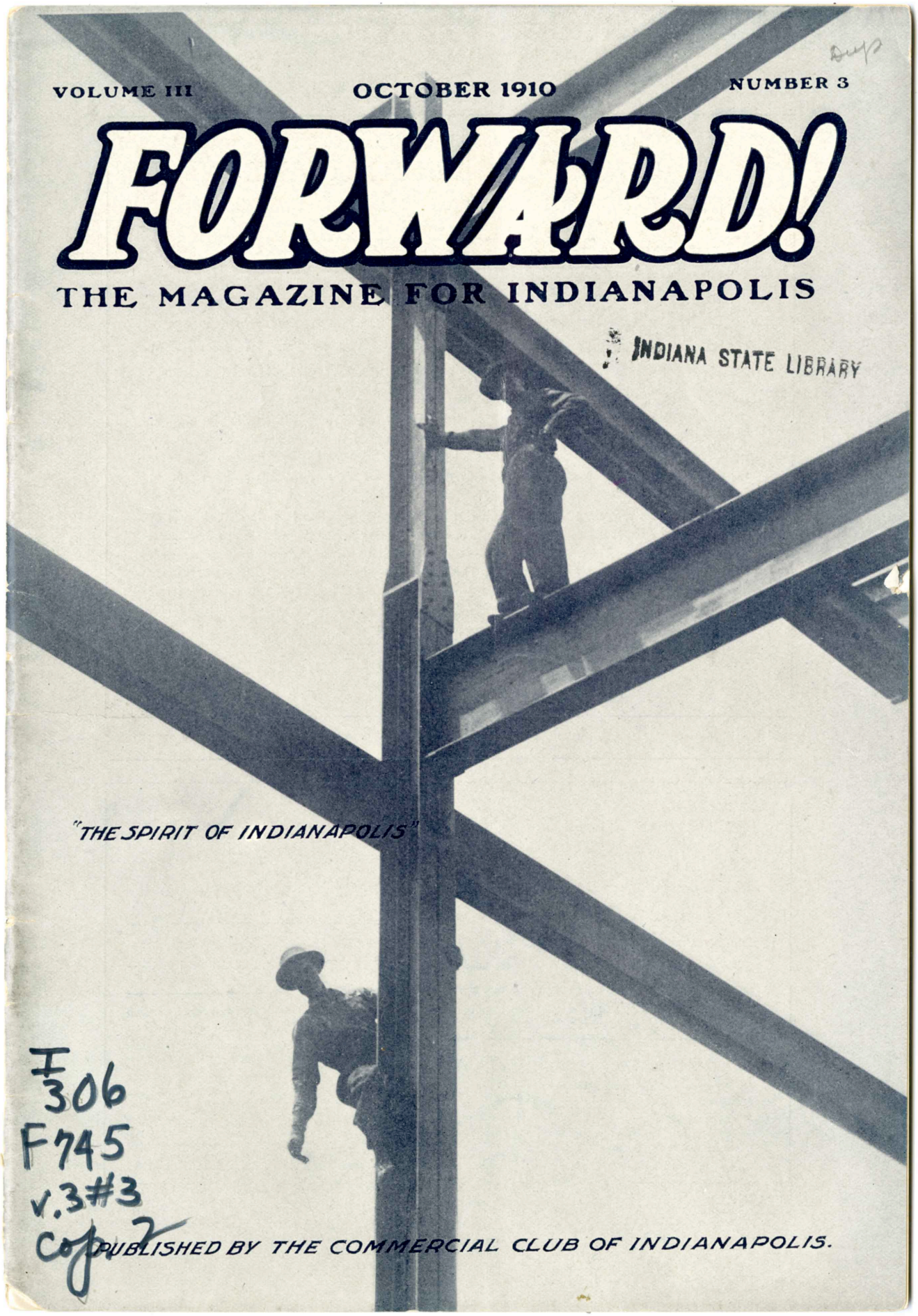
There must be a reason when the livest concerns in the city advertise in **FORWARD**

VOLUME III OCTOBER 1910 NUMBER 3

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

INDIANA STATE LIBRARY



"THE SPIRIT OF INDIANAPOLIS"

F
306
F745
v.3#3
Copy 2

PUBLISHED BY THE COMMERCIAL CLUB OF INDIANAPOLIS.

To the Readers of FORWARD Magazine Who Are Not Yet Members of The Commercial Club

YOU are cordially invited to add your influence to the work being done by THE COMMERCIAL CLUB for the betterment of the City of Indianapolis, not only to make it greater commercially, but a cleaner, pleasanter city in which to live. We feel that every man owes the community in which he lives some of his time outside of his personal business.

The Commercial Club has taken up the work of boosting Indianapolis since 1890. If you are not yet a member, we want you to become one immediately. The City needs your services. Under the direction of some of the ablest men of the City, the movement has made much progress, but your individual co-operation will aid greatly in the work to be accomplished.

Besides the daily association with the foremost business and professional men of the City, who meet at the Club rooms, there are many other advantages to be gained by becoming a member. Have one of your friends who is a member take you through the rooms and learn all you can about the Club, its work and purposes—the closer you look into the matter the more you will want to become a member of the Commercial Club.

WE WANT YOU.

Very truly,
THE MEMBERSHIP COMMITTEE,
JOHN D. BROSNAN, *Chairman.*

TEAR OFF AND MAIL TO THE COMMERCIAL CLUB

Capital Stock, $250,000 **Shares, $10.00 Each**

THE COMMERCIAL CLUB
INDIANAPOLIS

Application for Membership

_____ 191___

To the Membership Committee of the Commercial Club:

The undersigned hereby makes application to become a member of THE COMMERCIAL CLUB OF INDIANAPOLIS (in conformity with Sections 1 and 2, Article 5, of the By-Laws), and subscribes for_____ share____of stock in said Club of $10.00 each, for which he agrees to pay the face value thereof to the Secretary of the Club on or before_____191___

This Subscription is Conditioned Upon the Approval of the Undersigned Application for Membership

To become a Resident Member the cost is:

One share of stock - - - $10.00
Membership fee - - - - $5.00
Semi-annual dues - - - $5.00
(Dues payable Nov. 1 and May 1)

Name_____

Business Address _____

Firm _____

Business, Profession or Capacity_____

Filing Devices at Cost

WE ARE GOING TO CLOSE OUT OUR DEPARTMENT OF FILING DEVICES AND OFFER EVERY CABINET IN STOCK AT ACTUAL COST.

This means all grades in solid and sectional cabinets, in both wood and steel—and a saving to the purchaser of from 20 to 40 per cent. below prices obtainable anywhere else.

The handling of Filing Devices will be discontinued because of the rapid growth of the Loose-Leaf and other Departments which require our entire attention.

The stock is complete and attractive and this opportunity will meet all your requirements for filing devices.

All cabinets are marked with plain figures—so you can wait on yourself.

THE ROUGH NOTES COMPANY

Loose-Leaf Systems. **220-222 East Ohio Street** *High Grade Printing*

The Central Union Telephone Company

HAS

987 Officials and Employes

AND SPENDS

$1,000,000 Annually for Salaries, Wages and Supplies in Indianapolis

IT PAYS TO BOOST

The Central Union Telephone Company

NOTICE

DON'T CALL THE WRONG NUMBER IF YOU WANT

Hogan Transfer and Storage Company

BECAUSE ANOTHER CONCERN IS DOING BUSINESS UNDER A NAME AS NEAR LIKE THIS AS POSSIBLE

Be Sure to Call Main 675 or 670; New 675

DOWN TOWN OFFICE, NUMBER 122 EAST MARKET STREET

Just a Few Figures

Showing the steady and substantial growth of the deposits of the

Continental National Bank

In the first year of its existence
September 15, 1909, to September 15, 1910

September 15, 1909
$242,000

November 16, 1909
$541,207.12

January 31, 1910
$691,780.54

March 29, 1910
$856,057.82

June 30, 1910
$926,357.26

September 15, 1910
$1,159,827.42

We would like to have you come and grow with us
On Meridian Street
Between the Monument and Washington Street

¶ *The Commercial Club scores a monthly touch-down through the aid of the "Forward" pass.*—(Editorial in the Indianapolis Star)

FORWARD!

The Magazine for Indianapolis

Vol. III OCTOBER, 1910 No. 3

Table of Contents

FORWARD! (Editorial) 68

THE STREET RAILWAY SITUATION—

Introduction 69
Paving Between Tracks 71
Cross-Town Lines as Extensions 72
Legal Rights of the City 73
Financial Organization 85
Future Profits Absorbed 86
Contract Not Kept 86

Being the text of a report made to and adopted by the Board of Directors of the Commercial Club by a special committee, composed of John H. Holliday (chairman), Ernest Bross, Alfred F. Potts, E. A. Hendrickson and Henry Warrum

MEN OF THE MONTH 76

Drawings by C. B. Jackson

THE COMMISSION PLAN OF GOVERNMENT, By Lewis A. Coleman .. 78

THE CITY'S POCKETBOOK 79

THE MONTH IN PHOTOGRAPHS 80

Photos by L. V. Burton

SEPTEMBER EVENTS IN INDIANAPOLIS 82

HOW I PICKED THE WINNER ..... By A. D. Kelley 83

YOUR CITY IN PARAGRAPHS 84

DEPARTMENTS:

Coming Events 87
Men and Affairs 87
Commercial Club Members 92

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

Real Boosting

Did it ever occur to you that every time you ask for an article manufactured in Indianapolis you help the city grow? Rivet that fact to your mind. Get the habit. Be a real booster.

Ask for Laycock Products. You'll help us help the city that much more and in the bargain you'll help yourself, for you'll get the best brand of steel and brass beds and cribs, steel springs, davenports, couches, etc., made.

Whenever and wherever you see "Laycock, Indianapolis," in a dealer's advertisement, consider the words a guide-post to a really good furniture store.

It's a sure sign.

"It's Right"

The T. B. Laycock Manufacturing Co.

Indianapolis, U. S. A.

Forward!

THE Commercial Club goes forward. "Forward" is the spirit of the day, and there shall be no lagging here. In ten years Indianapolis has increased in population about 65,000. Business has increased proportionately. Municipal affairs and needs have developed likewise. But, what about the next ten years? That's the real problem.

The pages of the past are filled with the record of mighty deeds and great strivings. There has been progress and in this the Commercial Club has done its best. But the best of yesterday is not sufficient for tomorrow. There are bigger things ahead.

Looking into the future with its larger needs and its greater opportunities for development, the directors of the Commercial Club have decided to be prepared. Energy, enthusiasm and optimism are essential in building a Greater Indianapolis, but there is one further requirement. Money is necessary in order to carry on the work. With this in mind, the directors have unanimously recommended an amendment of the by-laws of the Club, changing the annual dues from $10 a year to $15, which are payable semiannually. This recommendation of the board of directors will come before the membership of the Club at a regular membership meeting, Monday, November 14, for their approval.

The next ten years mean much to Indianapolis, and the Commercial Club intends to be on the firing line—intends to work with might and main for every best interest of Indianapolis.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME III OCTOBER 1910 NUMBER 3

THE STREET RAILWAY SITUATION

WHEREIN IT IS SHOWN THAT THE PEOPLE OF INDIANAPOLIS HAVE "DELIVERED THE GOODS." BUT WHAT ABOUT THE RAILWAY COMPANY AND OUR PUBLIC OFFICIALS?

A special committee, composed of John H. Holliday, chairman; Ernest Bross, E. A. Hendrickson, Alfred F. Potts and Henry Warrum, has reported to the Commercial Club that the Indianapolis Traction and Terminal Company is not fulfilling its part of its contract with the people of Indianapolis.

It was this question, which is being asked and answered hundreds of times each day in Indianapolis, that led the Commercial Club to appoint a special committee "to make a careful investigation of the entire street railway situation, cross-town lines, better streets, better service, complaints of citizens, etc., and make recommendations to the board" of directors of the club.

The report which is given here answers the question and discusses the situation from the standpoint of paving between the tracks, cross-town lines and extensions, legal rights of the city, financial organization of the Traction and Terminal Company, and the absorption of future profits. It says that the street car company's agreement with the people has not, in most instances, been kept. It is a thorough and exhaustive exposition of a big problem and the report has been adopted by the directors of the club.

YOUR committee appointed "to make a careful investigation of the entire street railway situation, cross-town lines, better streets, better service, complaints of citizens, etc., and make recommendations to the Board," would beg to report the following state of facts and recommendations based thereon.

When the existing street car franchise was granted eleven and one-half years ago, the people of Indianapolis felt that they had made a good contract. And that was true. They secured a lower rate of fare than most cities enjoy, the universal transfer, which is an important and valuable advantage to easy communication and urban development, and they also secured comprehensive and thorough-going contractual rights to all pavements, extensions and improvements which might be made necessary by the growth of the city.

The rates of fare and the universal transfer remain unchanged; but in the respect to the advance of new facilities commensurate with the city's growth, the company has continuously defaulted and one municipal administration after another has neglected to enforce the public's rights. No principle of railroad or street car construction is better established than the fact that such facilities are the pioneer developer of settlement and expansion. Just as railroads are pushed out into the wilderness to be followed by productive farms and thriving cities, so the street car reaches out into the undeveloped environs of the city to be fol-

lowed by suburban growth, multiplication of homes, real estate development, new and increasing taxable values, relief of congestion in crowded sections, and improvement in the material, social and moral conditions of the community.

Rule Is Reversed In Indianapolis

In Indianapolis the rule has been reversed; for as cross-town lines became requisite for business, convenience and development, they have been denied, although the necessity of at least two was recognized and their construction promised by contract over eight years ago, while in growing suburbs of the city eager home-builders and enterprising development capital have pushed on for long distances beyond their nearest street terminus and the company offers the theory that when these are built up to a profitable density of population, and not till then, it will follow up with the means of transportation. Meanwhile the congestion in the so-called loop district has increased, both to the discomfort of travel there and to the injustice of the surrounding business district.

Equally impressive and even more inexcusable in the municipal authorities, in whose hands has rested the enforcement of the people's rights, has been the default of the street car company in the pavement of spaces between their tracks. The enormous area thus unpaved, and entitled to instant construction under the contract is almost incredibly large, as will be seen from a subsequent portion of this report.

In view of these greater abuses, we have not thought it advisable to go into the defects of service on existing lines, which has been commendable in most respects, but has been improved, where improvements have been made, only after long and vexatious agitation on the part of patrons asking for needed accommodations on their respective lines.

It is our opinion that the resistance of the street car company to these and other undertakings it has contracted to perform is primarily based upon its anxiety to derive profit upon an enormous capitalization, and to the analysis of its financial operations in a subsequent portion of this report your especial study is invited. Experience in our American cities generally goes to show that defaults in these contractual obligations by public service corporations are allowed to pile up until they represent very considerable outlays, and then the company appears before the municipal authorities with a demand for a longer and more favorable franchise which will enable it to borrow the funds for requisite improvements. If the demand is granted, no improvements are made except such as are forced upon the company by the municipal authorities or public opinion; but the capitalization is again enormously increased and the public is loaded down with added fixed charges which the company undertakes to guarantee in advance and absorb as profits before it is willing to perform its contractual obligations.

In the present case the people of Indianapolis are paying interest on a valuation of nearly $20,000,000, approximately one-half of which represents the public easement in the enterprise, contributed by it in the form of the streets and privileges the company enjoys.

Publicity Recommended On Four Propositions

We recommend, therefore, that The Commercial Club, through its Board of Directors, make public such exhibits and conclusions of this report as shall, upon reflection, seem wise; and through public meetings or other agencies of publicity create a universal understanding of these facts:

1. Many miles of pavement contracted to be laid, have never been constructed, and by reason of this default many other miles of pavements have been destroyed.

2. At least two cross-town lines contracted for eight years ago, and any others that business and residence

growth has made necessary, have never been built.

3. The extensions that should have served and developed the suburban districts in all these years have never been constructed. With a few minor exceptions, we are practically just where we were eleven years ago, notwithstanding an increase of 65,000 in population.

4. Not one of these improvements is asked as a favor or an exhibit in enterprise. Every one of them is subject of contract, for which the consideration due from the public has been conveyed and received. The company has defaulted, the municipal authorities have failed to enforce the people's side of the contract. The situation in which the street car company finds itself by reason of its bond and stock undertakings is no defense whatever to compliance with its contract; and similarly without legal or moral basis is the plea that extensions or cross-town lines it has contracted to build will not pay. It is not a question of isolated stretches of new lines paying when first constructed. It is a question of a contract which one side has kept and the other side has not. The whole system might pay under an actual valuation; and if it did not, the loss does not legally or morally fall upon the party to the contract that has paid its consideration in full.

PAVING BETWEEN TRACKS

INVESTIGATION in regard to the paved streets of Indianapolis, in which the street car company has failed and neglected to perform its obligations to pave between the tracks, discloses certain streets that have been paved at the expense of the property holders and in which the street car company has failed to do its work of paving between the tracks, as reported by the City Engineer, as follows:

Street	From	To	Track	Length in Feet.
Kentucky Ave.	White River	542 feet north	Double	542
27th St.	College Ave.	Cornell Ave.	Single	970.2
Lexington Ave.	Shelby St.	State St.	Single	2513.5
Lexington Ave.	State St.	Harlan Ave.	Single	1276.5
Washington St.	White River	Bloomington St.	Double	3031
Northw'st'n Ave.	Fall Creek	32nd St.	Double	5717
Washington St.	Union Ry.	Wallace St.	Double	5228.6
Washington St.	Wallace St.	Audubon Rd.	Double	5000 (about)
				24278.8 feet

Other streets in the city of Indianapolis where the improvement requires repairing between the tracks of the company, as reported by the City Engineer, are as follows:

Street	From	To	Track	Length in Feet.
Shelby St.	Prospect St.	Pleasant Run	Double	2567.5
Madison Ave.	Ray St.	J. M. & I. Tracks	Double	3236.4
Delaware St.	South St.	Madison Ave.	Double	2372.2
West St.	Kentucky Ave.	Morris St.	Double	3591
Meridian St.	Palmer St.	Belt Ry.	Single	1608
West St.	Washington St.	New York St.	Double	1530
New York St.	West St.	Blake St.	Double	1745.6
Senate Ave.	Indiana Ave.	10th St.	Double	2914.6
Pennsylvania St.	St. Clair St.	16th St.	Double	3763.6
Central Ave.	10th St.	19th St.	Double	4217.2
Washington St.	Noble St.	Southeast'n Ave.	Double	1291.2
Washington St.	Southeast'n Ave.	State St.	Double	2933
				31770.3

Grand Total..... 56049.1

The unfairness of the present condition to the property holders of the city is known to every citizen. Where the main part of the roadway is paved and the space between the tracks remains unpaved, the paved portion bears an unfair portion of the burden of travel and thus is soon worn out. In addition to this, the paved portion of the street next to the tracks not being protected, becomes subject to special wear and tear and is soon chopped off and broken, requiring special expense in maintenance and the earlier resurfacing of the whole street.

Further, the dirt and other loose material in the center of the street is carried over and upon the paved portion, requiring more labor in cleaning the streets.

As it is a part of the consideration of the original contract by which the street car company obtained its franchise that it should pave between the tracks, the city has no right to relieve the street car company from this burden, and it is not right to impose upon certain property holders and inhabitants the injustice which now exists when the street car company is relieved from the necessity of paving between the tracks. Not only the particular property holders but the people of the entire city who use the streets are interested in their complete improvement, and have the right to the use of the entire street and not merely a portion of it.

CROSS-TOWN LINES AS EXTENSIONS

WE find from the franchise charter to the street car company operating in the city of Indianapolis, that it was a part of their original agreement contract, constituting a consideration of the price which they agreed to pay for their franchise or privilege of occupying the streets, that they were to build cross-town lines in the north and south side of the city and to make extensions where ordered by the Board of Public Works.

This is not a matter of discretion on the part of the company, but a contracted obligation which the company is bound to carry out as one party to any other binding valid obligation. The need for cross-town lines is perfectly obvious and has been for many years, and it was on this agreement that this feature of the contract was entered into when the franchise was granted. The company took this expense into account when it asked for its franchise, and agreed to build such cross-town lines as part of the purchase price which it was to pay for the privilege of occupying the streets.

The convenience of the public is the dominant consideration, and not the question as to whether or not a line would be profitable to the company. It has received its payment for such cross-town lines, as well as for extensions into new territory in its original franchise, and the citizens have a right to demand the compliance with this obligation without any reference whatever to the matter of returns to the company.

The laboring man living in North Indianapolis may find employment in the Laycock Manufacturing plant in the extreme eastern portion of the city and he must now ride between six and eight miles to and from his work. There now is and for years has been a crying need of one or more cross-town lines on the south side. For example, persons employed at the Citizens Gas Company and living in West Indianapolis are put to unjust inconvenience by reason of the long detour they are compelled to make through the center of the city; and this is only an illustration of large numbers who are entitled in justice and under the company's contractual obligation to di-

rect communication between southwest and southeast or vice versa.

Residents living in the northeastern portion of the city must ride to the center of the city and travel about an equal distance to reach Riverside Park or Fairview Park. One living in West Indianapolis must come down town and travel through Washington street and over several miles of other lines to reach his business in the southeast portion of the city.

All this means a loss to the citizens of Indianapolis of thousands of hours a day which the people should have a right to devote either to pleasure, their homes, or their business. Not only this, but it further congests the street car service in the center of the city, rendering it more and more difficult for people to obtain cars in the busy hours of the day. All this loss of time, discomfort and inconvenience would be obviated by cross-town lines, for which the people have already paid at the time they sold their streets.

The need of extensions in some of the present lines has been felt for many years. Our city, which has a population of 64,000 more than it had in 1900, is compelled to get along with practically the same lines it had ten years ago. Several years ago the manufacturers along the Belt Railway south of Washington street petitioned for an extension of the English avenue line and were reinforced by the request of the citizens living in the south part of Irvington who are now obliged to go a half mile or more to Washington street to reach a car line. Although the need of this extension was apparent nothing was done and we are told that Indianapolis lost at least one important industry in consequence.

North Indianapolis with many important industries and a large residence district has but one line of cars and many of its patrons are obliged to walk a half mile or more to secure transportation. That portion of the city east of Rural street has grown rapidly and for some time has been clamoring for the extension of the East Michigan street line.

On the west side an extension of the Bismarck avenue line would develop a large section of territory admirably suited for homes.

The tendency of the people to seek homes in the less crowded portions of the city, together with the enormous influx of new residents, has led to the development of new sections which should be supplied with street car service to encourage the further growth of the city.

In this respect, as well as in the matter of cross-town lines, we find by reference to the charter, the company is required to make such extensions and they should be compelled to do so in justice to the people at large. It should be the policy of all enterprising and well-managed street car companies to promote and encourage such growth and development by the extension of their lines into new territory; but in Indianapolis the contrary spirit seems to prevail. Such extensions may take some of the returns of the street car company which may be desired for the payment of dividends on watered stock, but as this work was agreed upon in the original contract and has been paid for by the people, they have a right to insist upon its fulfillment.

LEGAL RIGHTS OF THE CITY

THE franchise of the Indianapolis Street Railway Company, approved April 8, 1899, makes no provision for either a north or south side cross-town line; it does provide that the company shall make extensions and pave between

its tracks and these provisions are also embodied in the grant under which the company is now operating and which we shall next refer to.

Provisions of Franchise Quoted By Committee

The Indianapolis Traction and Terminal Company secured its franchise August 15, 1902. This franchise, by section 12, provides as follows:

"Said Traction Company shall pave the space between all rails, including the space between its tracks where there are double tracks, switches or side tracks, and for a distance of eighteen (18) inches on the outside of the outside rails of its tracks, and shall make all necessary repairs in said space, under specifications both as to material and manner as may be provided by the Board of Public Works, and shall repave the same when necessary and ordered by the said Board, and keep the same in repair, said paving and repairing to be done under specifications both as to material and manner as may be provided by said Board, and under the specifications of the City Engineer of said city; and said company shall also keep in repair that part of the floors of all bridges or culverts crossed by any of its tracks which is situated between the outer rails of said tracks and for a distance of eighteen (18) inches on the outer side of such outer rails, and also the space between the tracks where there are double tracks; and in case of failure on the part of said company to make any such improvements or repairs as aforesaid, either to the streets, avenues or alleys or bridges as herein provided upon reasonable notice by said board, then the said Board of Public Works shall have the right to proceed to make any such improvements or repairs, and the cost of making the same shall be paid by said company to the city on demand, and the collection thereof enforced as any other valid debt."

By section 14 it is stipulated with reference to the extension of tracks as follows:

"It is also agreed by and between the parties hereto, that at all times during the period of the franchise hereby granted, the said city, through its Board of Public Works, may require such reasonable extensions of the several lines of street railway of the party of the second part, or the construction of all new lines as may be necessary for the efficient operation of such railway and for the convenience of the public.

Board of Works Is Given Authority

"Whenever it shall appear to the said Board of Public Works either from the petition of persons residing in any part of said city or otherwise, that the public interests demand the extension of any line of street railway already in operation, or the construction of a new line in and upon any streets, alleys, avenues or public places of said city, the said Board of Public Works shall cause written notices to be given to the president, secretary, general manager or superintendent of said Traction Company, requiring said company, by its representatives, to appear before said board on a day certain to be named in said notice, not less than five days after the service of such notice, and show cause why the proposed extension should not be made or such proposed new line should not be constructed. The said notice shall contain a description of the streets, alleys, avenues or public places in or through which said extension or new line is proposed to be made or constructed. On the day or at the time named in such notice, said Board of Public Works shall give to the said company, if its said representatives so desire, a full hearing on the question as to whether such proposed extension or the construction of such new line is necessary, either for the efficient operation of such railway or for the convenience of the public, and may be reasonably required. If the said com-

pany shall not apear before said board at the time named in the said notice, such board may act upon such evidence or information as it may have from any source.

"If after hearing the representatives of the said company at the time named in such notice, if any such representatives appear, or if they do not appear, after advising itself from any other source of information, it shall appear to the said board that the best interests of the public require such extension to be made or such new line to be constructed, and that the same may be reasonably required, it shall make an order requiring any such extension to be made or any such new line to be constructed, and in such order shall fix the time within which the said extension shall be made or such new line shall be constructed, which period of time so fixed shall in all cases be of sufficient length that the said Traction Company, by the exercise of reasonable diligence, may be able to make such extension or construct said new line within such time. The said board shall cause written notice of any such order to be given to the said company, and if the said company shall fail or refuse to make such extension or construct such new line within the time fixed by such order, it shall forfeit to said city the sum of fifty ($50) dollars for each day that the completion of such extension or new line is delayed beyond such period."

Cross-Town Lines Promised By Company

By Section 7 the company undertook and agreed to build cross-town lines as follows:

"Said Traction Company, in further consideration of the grant hereby made, undertakes and agrees within three years from the date hereof to construct and equip and thereafter operate or procure to be operated a street car line and tracks of such character as shall be determined by the Board of Public Works, in Rural street, between Roosevelt street and Urbana avenue; Urbana avenue, between Rural street and Brookside Park; Beech street, between Roosevelt street and Hillside avenue; Nineteenth street, between Hillside and Central avenues; Thirtieth street, between Illinois street and the bridge across White River in said Thirtieth street, and to connect such line between Central avenue and Illinois street in such other east and west streets, or part thereof, not farther north than Thirtieth street nor south than Nineteenth street as shall be designated by the Board of Public Works; also in Prospect street, between Virginia and Madison avenues; Wilkins street, between Madison avenue and West street; Morris street, between Kentucky and River avenues, and West street, between South and Washington streets, and, the Indianapolis Street Railway Company consenting thereto, to connect said lines and tracks with the tracks of said company in said streets and avenues, so as to form with the tracks of said Railway Company two substantially east and west lines, one in the northern and the other in the southern section of the city."

Paving Between Tracks In Hands of City

Under both grants the company is obligated to pave between its tracks "under specifications both as to material and manner as may be provided by the Board of Public Works"; and it is stipulated that in case of a failure of the company to make such improvements "upon reasonable notice by said board," then the Board of Public Works shall have the right to make the improvements and collect the cost thereof from the company as any other valid debt.

Whether or not the city can enforce that stipulation in any other manner than that provided in the grant, we are not prepared to say; but it is obvious that the provision gives the city the whip hand because, both on account of the cost and of the convenience in attending to its own

Continued on Page 85

MEN OF THE MONTH

Being president of the American Academy of Ophthalmology and Oto-Laryngology—the very idea of it—would abash the ordinary man. It is a good bet that this title is the longest and certainly about the hardest to pronounce of the many that hang at the belts of Indianapolis's distinguished citizens. However, Dr. J. J. Kyle takes the honor easily and modestly. His shoulders are broad and young, and they make a good resting place for this distinction which came to him recently at Cincinnati. It is a real honor, too, for numbered among the fellows of the academy are many noted men, both here and abroad. As you may know, they specialize in eye, ear, nose and throat.

For fifty-six years the Rev. William M. Zaring has been preaching the word of God in Indiana and in all that time he has had but five weeks of vacation. He says he has been too busy to take vacations. But now, with the weight of eighty-one years upon him he has asked to be superannuated. His last pastorate was the Grace M. E. church of Indianapolis, where he is loved by every member of his congregation. The Rev. Mr. Zaring holds the conference record for service in point of years and is proud of it. During the last year he has attended six services each Sunday. He attributes his health and vigor to his early life on a farm, near Salem, Ind., where he was born.

While John B. Cockrum was down in Georgia getting elected Grand Sire of all the Odd Fellows of the United States, he was nominated in Indianapolis for "High Muck-a-Muck of Good Fellows." The Star elevated him to the "High Muck-a-Muckship," while the Odd Fellows of the Sovereign Grand Lodge attended to the other matter. Mr. Cockrum is general counsel for the Lake Erie and Western Railroad and has for years been as prominent in the Odd Fellows as he has in the other order. He had just completed a term as Deputy Grand Sire and the promotion to the highest office in the gift of the lodge came under a practice long followed by the Odd Fellows.

MEN OF THE MONTH

Very well, Mr. Burford, FORWARD! will do its best to please you. The other part of Mr. Burford's name is W. B., of course. Said Mr. Burford recently: "I predict that within twenty years Indianapolis will have half a million inhabitants. I want that prediction preserved in some permanent form so it can be had for reference two decades hence, and when that time comes I haven't the slightest doubt that Burford will be voted a good prophet." So, FORWARD! has placed the prediction on a banner and placed the banner in Mr. Burford's hands where he can hang on tight for twenty years. And FORWARD! desires to cast the first vote for "Burford, Good Prophet."

If there is one place in Indianapolis where "life is real, life is earnest," it is in the principal's office at Shortridge High School. It's a big job that George Buck has undertaken as the successor of George W. Benton, but there is no doubt but that he will measure up to it. His record is an assurance of that and Superintendent Kendall is rarely mistaken in the men he indorses. Shortridge is a lively place, with many responsibilities for the man who must bear them. Never undertook the management of several hundred young and exuberant boys and girls, did you? One or two is usually a task sufficient. Well, Principal Buck's got hundreds and a good wish goes with every one.

If you should ask him, Charles Warren Fairbanks would tell you that "Plant a Tree" is a good maxim—but it doesn't go far enough. "Plant a thousand trees" would be more to his liking and if you would jump in with 10,000 trees that would please him more than ever. The fact of the matter is that Mr. Fairbanks believes that we should not only conserve the trees that still grace Indiana, but that we should "reforest" the state's waste places. He is now heading a movement to this end and has met with great encouragement from a number of the state's prominent men. This movement is just "sprouting" as it were, but you remember the "mighty oak" and the "little acorn."

THE COMMISSION PLAN OF GOVERNMENT

A SYSTEM WHEREIN THE PEOPLE REALLY RULE
AND THE POLITICAL BOSS IS SHORN OF POWER

BY

LEWIS A. COLEMAN

[*The commission plan of government is now being investigated by a special committee of the Commercial Club. Mr. Coleman is chairman of this committee. In subsequent articles the operation and results of the "Commission Plan" will be shown.*]

I. THE GENERAL SCHEME

IT required a terrible flood to demonstrate to the American people that our city governments were not beyond redemption. If, as now appears probable, the awful loss at Galveston results in the passing of the political boss, and the restoration of municipal government to the people, history repeats itself, and what was believed to be a curse is transformed into a blessing.

The commission plan of government is now in successful operation in about seventy-five cities and towns of the United States. Because of the fact that Des Moines was one of the first (1907) of the larger cities to adopt the idea, enlarging upon it, and making it practical, reference is very generally made to the commission plan as the "Des Moines Plan."

Under this plan, city business is transacted by five separate administrative departments, namely:

1. *Public affairs.*
2. *Accounts and finance.*
3. *Public safety.*
4. *Streets and public improvements.*
5. *Parks and public property.*

A mayor is in charge of the department of public affairs, which is superior to the other departments.

The mayor is president of the council, which consists of the heads of the five departments. The mayor, however, has no veto. These five men are elected by the people of the whole city, regardless of ward boundary lines. They are chosen by what is now known as the "double election." The first, however, is in reality a primary.

Any person having twenty-five voters to certify to his good character and fitness for office, may have his name placed on the ballot to be voted for at the primary, either as a candidate for mayor or councilman. There are no limits as to the number of candidates to be voted for at the primary. The names of all candidates are placed on a ballot, arranged alphabetically, and certified by the fac-simile signature of the city clerk. This is the official ballot for the primary. No emblems, either roosters to scratch, or eagles to scream, are permitted on the ballot.

Of all the candidates for mayor, the two receiving the highest number of votes are declared nominated, and of all the candidates for councilmen, the eight receiving the highest number of votes are likewise nominated. These ten names, and no others, are then placed on a ticket in alphabetical order, and certified as before, and two weeks after the date of the primary the voters select from this list their officers. Of the two candidates for mayor, the one receiving the highest number of votes is declared elected, and the four candidates out of the eight for councilmen receiving the highest number of votes are declared elected. The term of office is for two

years, and the newly elected members take their positions on the next Monday.

The council hold regular meetings at least once a month, but special meetings are held daily if desired. The council assign the four members to the four departments, and by ordinance define their duties.

Candidates at the time of their announcement usually indicate the department they desire to serve, but such assignments are not required to be made. Elasticity of the scheme appears to advantage at this point.

The council, by majority vote, elect the city clerk, treasurer, attorney, and fill all other ordinarily appointive positions. Appointments are made solely on merit, and as to all minor positions, after competitive examination. Civil service commissioners examine applicants and appointments are made from this list.

Meetings of the council are open to the public. Motions, ordinances, etc., must be in writing, and the vote of every member recorded. Provisions are made for adequate publicity of all expenditures and other affairs of the city. All franchises must be authorized or approved by a majority of the voters. This is accomplished by what is known as the "Initiative and Referendum." This not only applies to the granting of franchises, but may be made to apply to any sort of legislation that the people desire.

If the council refuses to pass any proposed ordinance on the request of twenty-five per cent of the voters the question of whether or not the ordinance should become a law is submitted to the voters at an election, and if the majority of the votes cast be in favor of such ordinance, it is a law; otherwise not.

Any number of ordinances or propositions may be voted on at any election, but not more than one special election may be held in any period of six months.

The feature of the plan, however, which probably keeps the officials in even closer touch with the people is what is known as the "Recall." The mayor or one or more of the council may be summarily removed or "recalled." At any time ten per cent of the voters may petition for an election, and other persons desiring to fill the office of the persons whose recall is demanded may become candidates. If the incumbent receives the highest vote, he stays in; if not, his office is vacated, and the person receiving the highest number of votes is thereby elected to the position.

THE CITY'S POCKETBOOK

It is likely that the city tax levy will be 94 cents in 1911, as has been recommended to the city council by Mayor Shank.

This is an increase of 3 cents over that of 1910, but, by many, is regarded as a necessary increase and one which indicates the growth and development of Indianapolis.

The controller recommended that the levy be divided as follows: general levy, including 4 cents for track elevation, 82½ cents; sinking fund, 5 cents; medical inspection of schools, ½ cent; park fund, 5 cents; police pension fund, 1 cent; firemen's pension fund, 1 cent; total, 95.

Mayor Shank's recommendation was 95 cents, based upon the city budget as submitted to him by Controller Kimball. These amounts, as compared with the amounts appropriated for 1910, were as follows:

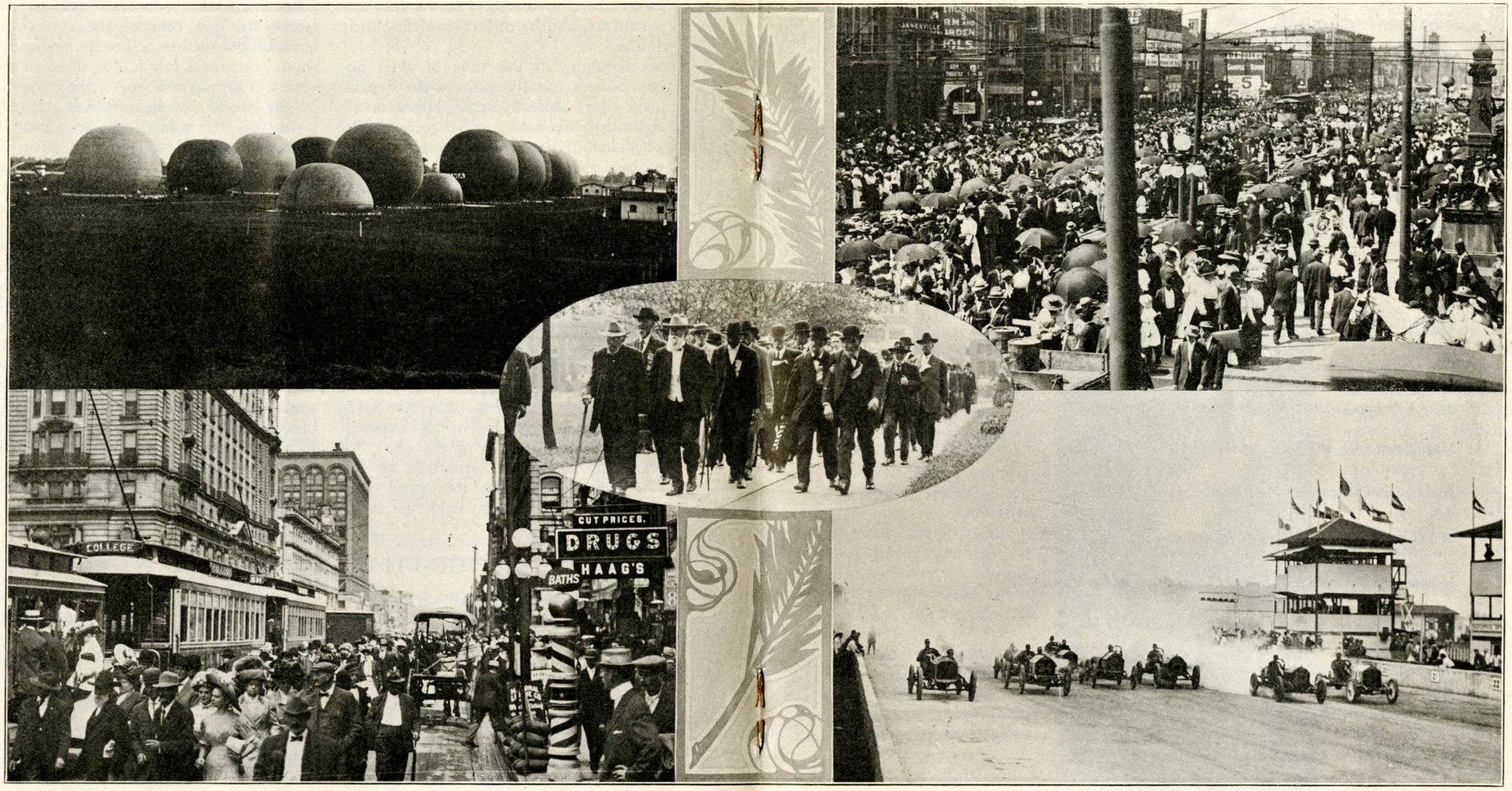
Department.	1911.	1910.
Finance	$179,240	$178,220.00
Public Works	886,330	831,380.00
Legal	16,650	18,150.00
Safety	772,835	707,496.25
Health	147,628	138,685.00

After two sessions, the finance committee of the council cut $11,500 from the budget, this being sufficient to reduce the levy to 94 cents. It was voted to reduce the police pension fund levy to ½ cent. The other ½ cent was cut from several sources.

A LITTLE JAUNT WITH A SEPTEMBER CAMERA IN INDIANAPOLIS

REAL START OF THE NATIONAL BALLOON RACES

RECORD-BREAKING CROWD ON LABOR DAY



A STATE FAIR CROWD

LAST MARCH OF MEXICAN WAR VETERANS

END OF 1910 AUTOMOBILE RACING SEASON

Labor day brought out one of the largest "street crowds" in the history of Indianapolis. The streets over which the parade passed were literally jammed, and the police were kept busy guarding and guiding the sightseers.

One noteworthy event of the month was the meeting of a handful of Mexican War veterans—the gallant remnant of an army of heroes of years ago. The veterans have now reached the age where further annual meetings are to be abandoned—this September meeting being the last.

Balloons and automobiles held the center of the Indianapolis stage for several days during August, the Motor Speedway being the scene of action. The automobile races were the last of the season, and several noteworthy records were made by famous drivers. Valuable trophies were awarded.

The balloon races attracted many famous entries, and were "highly successful." Some of the pilots and their companions had thrilling experiences. Several of the great gas bags descended safely in Pennsylvania.

Another great crowd was entertained in Indianapolis during the week of the State Fair. It was estimated that 170,000 people visited the fair grounds and other places of interest.

SEPTEMBER EVENTS IN INDIANAPOLIS

Superintendent of Schools Kendall urges teachers to make use of spelling bee.

Mexican war veterans hold last reunion.

St. Paul's German Evangelical Church dedicated.

English's Opera House, thoroughly remodeled, opens.

Combination of Labor day and circus brings out record crowd.

Judge Ross decides mayor alone has power to revoke saloon licenses.

"Broadways and Brightways" chosen as street-lighting slogan.

Thirty thousand children answer the school bells.

Last automobile races of season are held at Motor Speedway.

State Fair breaks all attendance records.

Magnificent rites attend consecration of Bishop Chartrand.

National balloon races held at Motor Speedway.

Mayor recommends tax levy of 95, increase of 4 cents.

Indianapolis business men make trade trip into southern Illinois.

Butler College opens with largest attendance in its history.

Charles W. Fairbanks heads movement to reforest state's waste places.

Fire patrol for city advocated by advisory commission.

County council makes cut of 5½ cents in tax levy.

Col. M. A. Downing, long in public life, dies suddenly.

John B. Cockrum elected Grand Sire of I. O. O. F. Grand Lodge.

Vonnegut Hardware Company buys Francke Hardware Company.

Delegates to International Prison Congress entertained here.

HOW I PICKED THE WINNER

BY

A. D. KELLEY

Winner of the Street Light Slogan Contest

TO another must go the credit of my sending in a reply to the competition for a lighting slogan, as it was through a friend that the prize offer came to my attention. He was writing one and on my asking him what it was, showed me the then curent issue of FORWARD! calling for suggestions.

A. D. KELLEY

It struck me that a pluralization of "Broadway" of "Great White Way" fame, with the suggested double meaning of wide streets which it would give, and which in our city is so noticeable, coupled with the word "Brightways," that conveyed an idea of our system of brilliant illumination and of the protection to merchants and safety to pedestrians which such a system affords, would be appropriate for such use.

As it happened the alliteration emphasized the phrase that occurred to me and found favor with the judges.

My friend's reticence, in regard to his letter, caused me to pick up a piece of paper and remark, as I scribbled off my reply: "Well, I can be as secretive as you, and you won't know what my suggestion is till you see it announced that I have won the prize." Then folding the paper so he could not see it, I sealed and mailed the envelope and forgot all about it till the judges' decision was given out, which came as a very pleasant surprise to me.

The problem of lighting city streets has always been of interest to me and it is a distinct pleasure to see Indianapolis go to the front in the matter, by not only having brightly lighted thoroughfares, but by combining beauty, symmetry, and harmony with the lights used by many of the larger stores for the illumination of their window displays, as is being effected by the new street lighting system.

Columbus, Ohio, my old home, has one street that is well lighted. The electric arches over High street, from the union depot through the shopping district, which in Columbus is practically confined to High street, to the court house, are very novel and picturesque, but convey the impression of a large country town on a holiday or state occasion. In fact, that was the origin of her arches, but the cost, except for such a short distance, is of course prohibitive.

The "five-cluster" light system, used

as it is being used in Indianapolis, satisfactorily solves the question and provides a means of combining light, beauty and safety. Indianapolis has therefore a lighting system that gives her pre-eminence among cities of her size throughout the country, even now, a few short months since its introduction here. A year hence, if not sooner, we can justly claim to have the best and most artistically lighted city in the country.

Vonnegut Firm Buys

The Vonnegut Hardware Company, 120-124 East Washington street, has announced the purchase of the Francke Hardware Company, 43-45 South Meridian street. The Vonnegut and Francke Companies have been identified with the business life of Indianapolis for many years and have grown with the city. The Vonnegut Company was started in 1851 and the Francke Company has been in business for about twenty-six years. Ill health on the part of Frederick Francke, Sr., led to the sale of his establishment.

The Francke stock has been taken over by the Vonnegut Company. The board of directors of the Vonnegut Company is as follows: Franklin Vonnegut, president; Clemens Vonnegut, Jr., vice-president; George Vonnegut, secretary and treasurer, and Anton Vonnegut. Those of the Francke Company were: Frederick Francke, Sr., Frederick Francke, Jr., and Otto Wuelfing.

YOUR CITY IN PARAGRAPHS

The year 1847 was a memorable one for Indianapolis.

In that year Indianapolis got its first railroad and its first mayor—Samuel Henderson.

That's sixty-three years ago, and there are not many now living who have a distinct recollection of these two important events. While the citizens of Indianapolis—there were about 6,000 of them then—undoubtedly took great interest in their first mayor, it is a matter of history that they were wildly excited when the first train pulled into Indianapolis.

The first railroad was the old "Madison," which connected Indianapolis and Madison, a river town. In those days of few railroads river traffic was an important feature in commercial life, and Indianapolis realized fully the value of this river outlet. They celebrated the coming of the first train and looked with knowing eyes into the future.

While many of them dreamed great dreams of the future, none of them surely had any idea of the magnificent city that has been reared upon that foundation, or of the eighteen steam railroads and the twenty-seven interurban railroads that now touch Indianapolis.

The old "Madison" of 1847 was just the first step in a marvelous development. Indianapolis woke up in 1847 and has progressed steadily, until it is now the greatest inland city in the United States. With its total of forty-five railroads, Indianapolis is within two hours' ride of 1,500,000 people!

THE STREET RAILWAY SITUATION

Continued from Page 75

business, the order of the city to make such improvement would be complied with by the company. What would amount to a reasonable notice would, in our opinion, depend only upon the time required for accumulating material and securing labor, but not upon the financial resources of the company.

The provision quoted above concerning the extension of tracks is sufficiently plain to need no interpretation.

It will be noted that The Indianapolis Traction and Terminal Company in August, 1902, as "further consideration of the grant," undertook and agreed within three years from the date to construct and equip its cross-town lines. By referring to section 7, quoted above, it will be seen that the route is fixed for the north side line "in Rural street between Roosevelt street and Urbana avenue, Urbana avenue between Roosevelt street and Brookside Park, Beech street between Roosevelt street and Hillside avenue, Nineteenth street between Hillside and Central avenues, Thirtieth street between Illinois street and the bridge across White river in said Thirtieth street," and as to the streets designated the company could not be compelled under the terms of the franchise to build elsewhere; that is to say only by another agreement between the city and the company, could it be compelled to build a cross-town line on streets other than those named.

Between Central avenue and Illinois street, the line, under the agreement, shall be built upon any street that may be designated by the Board of Public Works not further north than Thirtieth street nor further south than Nineteenth. Of course the company can not be held to have defaulted in this agreement until after the Board of Public Works has notified it of the selection of a street between Illinois street and Central avenue, as above provided, and directed the company to proceed with the building of such cross-town line. Upon performance of this condition, in our opinion, the obligation of the company to build such cross-town line becomes enforceable.

It is very doubtful whether the city could compel the building of a cross-town line under the provisions of section 14 with reference to the construction of new lines inasmuch as the franchise contract, at least of the Traction and Terminal Company, provides specifically for such cross-town lines. Such specific provision would probably govern.

The suggestion has been made that since the city did not require the construction of these cross-town lines within three years from August 15, 1902, this provision can not now be enforced. It is plain, however, that the three years stipulation was for the protection of the company and merely provided the period of time which the company, without default on its part, might consume in building such cross-town lines. There is nothing in this section, or in the condition of affairs to which it relates, which would work a forfeiture of the city's rights, or stop the city from enforcing this provision at this time.

Of course the route fixed by the franchise could be changed by a new agreement, and on August 11, 1905, an effort to effect such agreement was made between the Board of Works and the Traction Company and submitted to the council for approval. This agreement, however, was not approved by the council, and consequently the franchise contract stands as originally entered into.

FINANCIAL ORGANIZATION

When The Indianapolis Street Railway Company was chartered in 1899 it took over the property of its predecessor "The Citizens Street Railroad Company," and assumed its bonded debt—being an issue of $4,000,000 of first mortgage five per cent bonds, the interest charge on which is $200,000 per annum. It immediately issued $6,000,000 of four per cent bonds on second mortgage, the interest on which is $240,000 per annum. This mortgage provides for the establishment of a sinking fund for the redemption of the bonds, requiring $40,000 per year from May 1, 1906 to 1911; $50,000 annually from 1911 to 1916; $60,000 from 1916 to 1921; $70,000 from 1921 to 1926; $80,000 from 1926 to 1931 and $100,000 from 1931 to 1932. So far the money paid in has been invested in the bonds of this issue, and these are not cancelled but continue to draw interest. The stock of the company authorized and issued is $5,000,000, making a total capitalization of $15,000,000.

In 1902 The Indianapolis Street Railway Company was leased to The Indianapolis Traction and Terminal Company, which assumed the bonded debt and guaranteed a six per cent dividend upon the $5,000,000 of stock. This company erected the Terminal Station for the interurban business and issued mortgage bonds constituting a third lien on the Street Railway Company's property for $4,250,000, the interest on which at 5 per cent is $212,500 per annum. This mortgage also provides for a sinking fund under the terms of which 1 1-5 per cent of the aggregate amount of all bonds outstanding including those in the fund itself, or in other words the whole issue, must be paid in each year. This creates an annual charge of $51,000. The stock of The Indianapolis Terminal and Traction Company is $5,000,000, on which dividends at the rate of 2 per cent per annum have been paid, beginning December, 1908. These

various charges upon the earnings of the company are summarized as follows:

Interest on first mortgage 5's	$200,000
Interest on second mortgage 4's	240,000
Sinking fund	40,000
Dividends on Ind'polis St. Ry. stock	300,000
Interest on Terminal and Traction Company 5's	212,500
Sinking fund Terminal and Traction Company 5's	51,000
Dividend on Terminal and Traction Company stock	100,000
Total	$1,143,500

This expenditure is a little more than six per cent upon nineteen millions of dollars. The assessment of the company for taxation is $6,772,519. Assuming that this appraisement represents seventy per cent of the actual value of the property, the whole would be worth $9,675,000. It has been estimated that the physical property of the system could be duplicated for considerably less than this, but taking it as a fair valuation the fact remains that the people are paying handsome interest on a capitalization of twice what the property cost or could be reproduced for.

FUTURE PROFITS ABSORBED

It is generally understood that little or no money was ever derived by either company from its stock, that being divided among the promoters as profit, a profit that is now taking $400,000 a year out of the receipts of the system. Nor is this likely to be the end. By one of those deals aptly characterized as "high finance," the absorption of all possible profit in the future has been secured by the formation of a new corporation, virtually a holding company. The Terre Haute and Eastern Traction Company was formed some months ago and since July 1 has obtained at least 80 per cent of the Terminal and Traction stock, in exchange for its own at the rate of 80 per cent common and 80 per cent preferred for each. Hereafter, therefore, dividends on the Terminal and Traction stock will go to build up the $18,000,000 of common and preferred stock of Terre Haute and Eastern; and the greater the business provided by Indianapolis, the greater the profit on that stock, a very large percentage of which represents no value. In addition to this there will be the increasing demands of the sinking fund of the second mortgage.

Now the public has no right to complain of this financial pinnacle of various stories with rich returns, except for one reason. It made its contract and if it got the worst of the bargain it has no one to blame but itself, because the promoters made huge profits. If they could capitalize the system for twice as much and pay twice as much dividends, they would be within their rights, provided they fulfilled their part of the contract. That is all the city has a right to demand. Its part of the contract is fulfilled. The company has the exclusive use of the streets and is in undisturbed possession of all its valuable traffic.

But has the company fulfilled its part? One provision of the charter touching the paving of streets has been almost wholly ignored for years. Within two years something has been done, but as is shown in a previous part of this report, there are many miles of street which have not been touched. In some cases pavements have been laid and worn out, yet the part belonging to the Railway Company is still neglected. This has entailed great annoyance and cost to the public, which has been offered the excuse that the company has no money to make the improvements or repairs. Yet it has had money to pay dividends and interest on watered capitalization. It has cut at every point to save money for this.

CONTRACT NOT KEPT

This is also true of extensions. The city has added 65,000 population in eleven years, but how much has the system been extended? When outlaying territory asks for the transportation facilities it is entitled to and can demand under the charter, it is contemptuously told that the company can not afford to build a line where there is not business enough to pay a profit at once; yet in almost every other city an enlightened street railroad policy is pushing out into new territory and developing it with a certainty of profitable business later. To say that it must have a guaranteed profit is like forbidding the boy to go into the water before he can swim.

No city can grow without transportation. That is its very breath of life, and one of the great objects of a street railroad system should be to extend and build up the city. Ordinary selfishness should see the value of that, but when a company is over-capitalized and is paying interest and dividends on fictitious values, it is plain enough why it has not the money to do its rightful part.

If the Street Railway Company will keep its part of the bargain, it will have clean hands and what its profits are or how they are divided will not concern anyone. But when it does not keep its agreement under the charter, oppresses the public and takes the money from the people's pockets to pay interest and dividends that are not earned, it is a matter of great and serious concern to the whole community. That it is amply able to fulfill its bargain is as apparent as daylight when it is seen what a vast sum is going every year to keep up the prices of stocks piled mountain high.

COMING EVENTS

Indiana Hotel Keepers' Association	Oct. 14
Indianapolis Life Insurance Underwriters	Oct. 15
I. O. R. M. Great Council	Oct. 18
Degree of Pocahontas, Great Council	Oct. 20
Russian Ballet with Pavlowa and Mordkin, Murat Theater	Oct. 26
Juvenile Court Conference of Middle Western States	Nov. 9-10-11
I. O. O. F. Grand Lodge	Nov. 17
Indiana Fraternal Congress	Dec. 6
State Teachers' Association	Dec. 21-22
American Historical Association	Dec. 27-31

Colonel Downing Dead

Col. M. A. Downing, one of the best known citizens of Indianapolis, died suddenly Saturday, September 24. Colonel Downing had been identified with both business and municipal affairs of Indianapolis and was a man of large interests. He was a member of the Commercial Club and other organizations, but for several years had not been active in business or civic affairs. He had been spending his winters in the south. Colonel Downing took an important part in civic movements prior to his retirement from business life, and had been greatly missed.

Prison Delegates Here

Indiana's reception to the delegates to the International Prison Congress was a matter of pride to the citizens of the state and a pleasure to the distinguished visitors. Their stop in Indianapolis, Monday, September 26, was made notable by the display of courtesy, friendliness and appreciation of the visitors and the successful efforts of the citizens of the city to express the welcome which was felt.

There were social features as well as excursions to the various institutions in and near Indianapolis, ending with a reception in the evening at the state house. It was the opinion of the visitors that Indiana has the most perfect charitable and penal institutions in America. Thirty-five countries were represented by the delegates.

Men and Affairs

The Sovereign Grand Lodge, I. O. O. F., will meet in Indianapolis in 1911.

"Just West of the New City Hall" is a catch line that the Rough Notes Company is using in its advertisements—a very effective means of definitely fixing the location of this company in the minds of newcomers who see its advertisement for the first time.

W. H. Buderus, consulting engineer, has moved his offices from the Majestic building to 803 State Life building.

A copy of a book on "Factory Organization and Administration," by Hugo Diemer, has been presented by the author to the Commercial Club and has been accepted with thanks. Mr. Diemer is a former resident of Indianapolis and is now a professor of industrial engineering in the Pennsylvania State College.

J. R. Cavanaugh, of Indianapolis, superintendent of freight transportation for the Big Four, has been named chairman of the committee to consider the car demurrage supervision bureaus in Cleveland, Toledo and Columbus.

The American Academy of Ophthalmology and Oto-Laryngology, of which Dr. J. J. Kyle, of Indianapolis, is the newly elected president, will meet next year in Indianapolis.

Judge Frank B. Ross, of Indianapolis, has been elected vice-president of the newly formed National Association of Probate Judges.

The State Teachers' Association will meet in Indianapolis, December 22 and 23. It will be followed by the American Historical Association.

As a result of the efforts of the transportation committee of the Commercial Club, the Pennsylvania Railroad Company has inaugurated a Pullman service between Indianapolis and Cleveland.

Thomas A. Swain, who was for many years a member of the firm of Bliss, Swain and Company, has purchased an interest in the business of R. C. Bennet and Company on Massachusetts avenue.

The county council of Marion county has cut the tax levy from 26 cents to 20½ cents on each $100. Six cents will be used as a bridge fund and the remainder for general purposes.

The Bedford Stone and Construction Company has been awarded the contract for erecting the new fireproof building for the William H. Block Company at Illinois and Market streets. The contract price is $450,000. The work of tearing away the old Windsor block which occupies the site of the proposed building, has begun.

J. W. Piercy, for many years an Indianapolis newspaper man, has been chosen instructor in the department of journalism at the University of Washington, at Seattle, Washington.

One hundred and twenty-seven acres of ground between Tenth and Sixteenth streets, just east of Arlington avenue, have been purchased from Emsley W. Johnson and Orville

Continued on Page 90

MERCHANTS
ARE YOU INTERESTED IN

The making of rates and the application of the "Dean" and other schedules mystifies the average business man. He needs professional counsel in placing his insurance. Only the agent with an expert knowledge of rate-making and the local conditions affecting the application of schedules can save money for the business man he represents.

THIS is NOT a "CUT RATE" or "REBATE SCHEME"

Consult the Best Posted

PAUL ZOELZER

200 North Delaware Street

MANUFACTURERS
FIRE INSURANCE RATES

Four years of practical experience as inspector and rater in Indiana, and seventeen years in the insurance business has equipped me to render services as a specialist in rates. My knowledge means money to the insured. I am enabled to act as counsel as well as agent at no extra cost to the client.

BUT IS A LEGITIMATE BUSINESS PROPOSITION

Agent in Indianapolis

Representing PHOENIX of London, CALEDONIAN of Scotland
CALUMET of Illinois, CITIZENS FIRE of W. Va.

Both Telephones 1168

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
710 Majestic Building

Duck Hunting
The season is here, why not go? Come here for the proper equipment
GUS HABICH "The Sportsman's Store"
142 East Washington Street

W. H. Buderus
CONSULTING ENGINEER
Special Machine Designer
Automobile Design Structural Steel
803 STATE LIFE BLDG. MAIN 4241

Wegman Pianos
Improved Tuning Pin Block. High Grade. Call and SEE THEM
CARLIN & LENNOX
5 to 9 East Market Street

HUGH J. BAKER
Consulting Engineer
ARCHITECTURAL
Concrete Steel
408 Majestic Main 461

WORTH YOUR WHILE—TO SEE
FOGAS BROS. *for* **JEWELRY**
564 Massachusetts Avenue New Phone 4328

Fred A. Gregory John J. Appel
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

IRON AND WIRE FENCES
CATALOG FREE HIGH GRADE FOR ALL PURPOSES

ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. **Indianapolis, Ind.**

E. Mehring by Dr. O. C. Lukenbill, Charles M. Lemon, Schuyler A. Haas and James R. Henry, of Indianapolis, and Willis Hickham and James F. Lawson, of Spencer, for $25,000. They will plat it into "farmettes" and offer the property to city people.

The Gates-Osborn Manufacturing Company is to remove its business from Marshalltown, Iowa, to Indianapolis. The company manufactures automobile and buggy tops.

The fifteenth Grand Chapter of the Sigma Nu college fraternity will be held in Indianapolis December 29, 30 and 31. Wade H. Ellis of Ohio is regent of the fraternity. The sessions will be held at the Claypool hotel.

R. D. Pusey, of Indianapolis, chief clerk to the general passenger agent of the Lake Erie and Western Railroad, has been promoted to be assistant to the General Passenger Agent of the Louisville and Nashville Railroad, with headquarters at Louisville.

James W. Lilly, Frank E. Gavin, Homer Sampsell, Robert S. Coffin and Dr. Eli W. Anderson of Indianapolis have been given the thirty-third degree in Masonry at a meeting of the Supreme Council of the sovereign inspectors general of the Ancient Accepted Scottish Rite at Detroit.

The Marion county farmer will soon be able to turn on his electric lights instead of lighting the kerosene lamp. The Indianapolis Light and Heat Company and the Merchants' Heat

YOUR ACCOUNT SOLICITED
4% Paid FIDELITY TRUST COMPANY INDIANAPOLIS **on Savings**
OUR MAXIM
Safe, Conservative, Progressive
Fidelity Trust Co.
WM. M. FOGARTY, President
Phones 73 156-158 East Market Street

Lambert Coal and Coke Company
Black Van Lump over four-inch screen, $4.00
Does Your Furnace Smoke? If So, Try
C. C. and B. Pocahontas
Both Phones

THE NEW CLUB QUARTERS

The work of completing the improvements at the Commercial Club is being pushed as rapidly as possible, and it is the belief of the directors that the new and enlarged club rooms will be thrown open to the membership between October 15 and 25. Many causes have contributed to the slight delay, and make it impossible to set the exact date for the opening, which will be observed with a smoker. Notice will be served by letter and through the newspapers of the exact date.

and Light Company are offering current as far as Southport and the Indianapolis company is pushing in the direction of Cumberland.

Charles W. Fairbanks has purchased the property at the southwest corner of Meridian and Thirtieth streets, formerly owned by Hugh H. Hanna, and will build a home there. It will be a brick house, colonial in style.

A Commercial Club delegation attended the Fall Festival at Richmond Friday, October 7, one of the purposes of the trip being to try to bring to Indianapolis trade that is now going from Richmond to Cincinnati. The Commercial Club committee which made arrangements for the trip included William A. Walker, chairman; Lewis A. Coleman, Charles J. Lynn, Ross H. Wallace and C. U. Patton.

The next annual meeting of the Indiana Conference of Charities and Corrections will be held in Indianapolis next year. This was decided at the recent state meeting at Marion.

Hugh J. McGowan, president of the Indianapolis Traction and Terminal Company, has returned from a trip through Europe with his family. They had been gone since June.

Bergen Herod of Indianapolis has been awarded first honors in the Yale (Sheffield School) entrance examinations. His papers were regarded as the best of 1,100 examined. Herod was a Shortridge High School honor pupil in 1910.

A new hotel, twelve stories high, with 251 rooms, is being planned for Indianapolis, says C. E. Bacon, of the firm of Bacon and Griswold, architects. Mr. Bacon says the men

Your Income Guaranteed

—in case of accident or sickness, and guaranteed to your family in case of your death.
Write for particulars and cost.

Wm. A. Hungerford
203 Newton Claypool Bldg., Indianapolis, Ind.

YOU!

It's *Your* Money—*Your* Accounts—*Your* Stock that *Your* Employees Handle

Make Certain that Everything Belonging to *You* is Properly Handled and Accounted for

Bond All *Your* Employees in the Strong

Federal Union Surety Company
Lemcke Building, Indianapolis

Keep Pace With Your Competitors

FORWARD!

EFFICIENT MANAGEMENT
HONEST DEALING
AND COURTEOUS TREATMENT
ARE MY PLEDGES TO
THE PUBLIC

I SOLICIT YOUR SUPPORT

Carl Von Hake

DEMOCRATIC
NOMINEE *for* TREASURER
of MARION COUNTY

ELECTION
TUESDAY, NOVEMBER
THE EIGHTH

promoting the enterprise are Indianapolis men, but that they are not ready to make known the details of their plans.

Butler College has increased its enrollment twenty-five per cent this year. The freshman class has one hundred and thirty-five new students, which is the best record in the history of the college.

A three-story business block and hotel building will be erected at Massachusetts avenue and East street by the John S. Spann Realty Company. The building will cost $60,000. There will be about seventy-five rooms on the upper floors.

H. H. Horn, assistant physical director at the Y. M. C. A., has gone to Evansville, where he has been made physical director.

Commercial Club Members

The following have been elected to membership in the Commercial Club:

James F. Bailey, Kreglo & Bailey, 223 North Delaware street.

George R. Lamb, G. H. Kennedy & Co., 415 Terminal building.

L. C. Nicholson, W. T. Bacon Company, 102-104 South Delaware street.

F. L. Pettis, Pettis Dry Goods Company.

Fred Bates Johnson, lawyer, 312-314 Pythian building.

John S. McGauly, Guarantee Tire and Rubber Company, 208-210 South Illinois street.

O. B. Johnson, William F. Johnson Lumber Company, Nineteenth street and Monon Railroad.

N. H. Baker, Capital Lumber Company, 849 Massachusetts avenue.

O. L. Huey, Capital Lumber Company, 849 Massachusetts avenue.

Charles S. Grout, Charity Organization Society, 306 North Delaware.

How About LINTON A. COX *for* CONGRESS?

To the Members of the Commercial Club:

Your Club furnished a member of the State Senate, some of whose work in two short sixty-day sessions is as follows:

(1) Drafted and pushed through the 60 cent gas law, reducing the city's annual gas charge over $300,000.

(2) Pushed through the bulk-sales law, which every manufacturer, jobber and representative retailer desired.

(3) Helped to frame and push through the public depository law, under which the public realizes several hundred thousand dollars per annum in Indiana.

(4) Gave much attention to school legislation, including the school teachers' pension system.

(5) Stood for the public accounting law, asked for by this Club and all other Indianapolis Organizations, and saved it from mutilation by his own vote.

These are a few things your representative looked after. Do they convince you that he could render good service in Congress? If so, give it the kind of attention you give your business affairs from now until election day, November 8th.

Hoosier Casualty Company

Lemcke Building, Indianapolis

Accident, Health & Death Insurance

Issues the most liberal policy on the market to all classes of risks, paying for all kinds of accident, any form of sickness and death from any cause. Also special indemnities not covered by other companies. Why not patronize an Indiana Company and help to build up a company that invests all of its money in Indiana securities? Manufacturers desiring insurance for their employes should investigate our Factory Plan.

Your Patronage is Solicited

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

HARRY ISGRIG ARLEY F. KNOLL

Isgrig Coal and Ice Company

Genuine Pocahontas

MAIN YARD, CORNELL AVENUE AND TWENTY-SEVENTH STREET

Both Telephones

ALBERT GOSLEE
President

FRANK P. MANLY
Vice-Pres. and General Manager

JOSEPH R. RAUB
Secretary

EDWARD B. RAUB
General Counsel

DR. FRANK A. MORRISON
Medical Director

DR. M. O. DEVANEY
Ass't Medical Director

INDIANAPOLIS appreciates a Home Institution that gives you the best for your money, whether you are buying Pins, Potatoes or Protection. That is why the

Indianapolis Life Insurance Co.

has so many boosters in Marion County.

Absolutely Safe Insurance at the Lowest Cost. Send name and age—we will show you.

CHEAPER to MOVE Than to Pay Rent—

If you Move into Your Own Home

I will build your house and you pay for it by the month.

E. E. SHELTON

2817 Clifton Street. New 151 Clifton. Old 1866 North

IF YOU WANT COAL

MERELY CALL

New Phone 585

or Woodruff 350

The Wales Coal & Lime Company

G. R. WALES, President

The Marion Trust Company

INDIANAPOLIS

Pays Three Per Cent Interest on Savings

Established 1900 New Phone 3413

Indianapolis Plating Co.

PLATING—	REPAIRING—
Gold	Cash Registers
Silver	Adding Machines
Nickel, Copper and Brass Plating	Time Recording Clocks And All Difficult Repairing

Brass Beds and Chandeliers Refinished

432-434 Massachusetts Avenue
Indianapolis, Indiana

MY PLATFORM:

NO FURTHER BOND ISSUES. NO INCREASE IN TAX RATE

William T. Patten

DEMOCRATIC CANDIDATE *for* COUNTY AUDITOR

Election, Tuesday, November 8th

What a Vote for WILLIAM T. PATTEN Means:

JANUARY 1, 1908, the Auditor's books showed the County Fund overdrawn **$1,205.95**

Exclusive of between $30,000 and $40,000 unpaid claims. THESE HAVE SINCE BEEN PAID.

There has since been paid on the County Debt nearly **$250,000.00**

A saving in Interest annually to the county of . . **$12,334.69**

After which there will still be left in the County Treasury a large cash balance.

A vote for William T. Patten for Auditor means a continuance of this record.

ALBERT SAHM, County Auditor

WHAT IS

The Telepost

The Independent Telegraph Company which gives Twenty-Five Words for Twenty-Five Cents, delivered by a messenger, and Fifty Words for Twenty-Five Cents, delivered by mail at receiving office.

Call Main 6906 or 3219

For list of offices and other information

The Telepost Company

No. 11 West Market Street

F. B. BRADLEY, Manager

COMFORT
CONVENIENCE
COST

These three factors were thoroughly considered when

The Hotel Kingston

& The Hiawatha Cafe

First began to clamor for recognition
This is what happened:

COMFORT×2
CONVENIENCE×2
COST÷2

35 Monument Place **Mrs. A. J. Tron**

Cheap Gas Wins Prosperity

¶ Every month shows an increase in the business of the Citizens Gas Company.

¶ The number of consumers has passed the 7,500 mark.

¶ The average output of gas during September was more than a million cubic feet a day.

¶ The net profits of the company for September show an increase of more than 25 per cent. over the average monthly profits of the preceding six months.

¶ The prosperity of the Citizens Gas Company means continued cheap gas for Indianapolis.

¶ It is to the personal advantage of every Indianapolis gas consumer that our output continue to increase.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Sewell-Clapp Envelopes

Established 1875

Are made with special reference to the needs of large consumers who demand good practical quality, careful and considerate service and low prices.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

717 Terminal Building—Phone Main 220

The Flowers That Bloom in the Spring

Should be planted this fall, and it is time now to order. Let us talk to you about trees, shrubs, roses and perennials.

C. M. Hobbs & Sons

City Office, 927-928 State Life Building
New Phone 881 Old, Main 6206
O. A. Hobbs, Representative

EVEN IF YOUR PRINTING IS OF THE VERY BEST QUALITY IT IS NO BETTER THAN YOU OUGHT TO USE—YOUR PRINTING WILL BE OF THE VERY BEST QUALITY—

IF IT IS DONE BY

The Bramwood Press

THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

Catalog Printing is Our Specialty

Telephones, New 3951, Old Main 2484

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

Speaking of Politics

YOU WILL GET THE NEWS OF THE CAMPAIGN, UNDISTORTED AND UNPREJUDICED, IN THE NEWS COLUMNS OF

THE INDIANAPOLIS STAR

You May Do Your Own Thinking

FORWARD IN QUALITY—BUT NOT PRICE

The *Overland* Car

IS STILL THE UNDISPUTED HOLDER OF ALL WORLD'S RECORDS FOR SERVICE, COMFORT, EASE OF CONTROL, SAFETY AND LOW COST

The Willys-Overland Co. *Indianapolis-Toledo*

¶ You may have received recently a letter written by Merle Sidener--but you did not know it, for some one's else name was signed. It probably attracted your attention because it was different--it sounded like a personal letter. It is because of his knack in applying the personal touch to circular letters that this class of correspondence for several large concerns is being written in Mr. Sidener's offices, 526 Board of Trade.

Indeeco halftone from unretouched photograph

MANY of the finest illustrated advertisements found in recent numbers of the leading publications are the products of our plant—*Indeeco* ideas with strong powers of attraction.

We refer to the big magazines, where a single or double page display costs a small fortune, and where the very cream of advertising genius is manifested.

A number of the most taking catalogs and booklets found anywhere were designed and engraved by us during the past year.

This is more evidence that the best in illustrated publicity is at your command right here at home.

Whether a catalog, booklet or illustrated ad, we know how to "dress it" with an air of exclusiveness that makes sales.

Originators and exclusive users of *Indeeco* process.

Indianapolis
Engraving & Electrotyping Co.

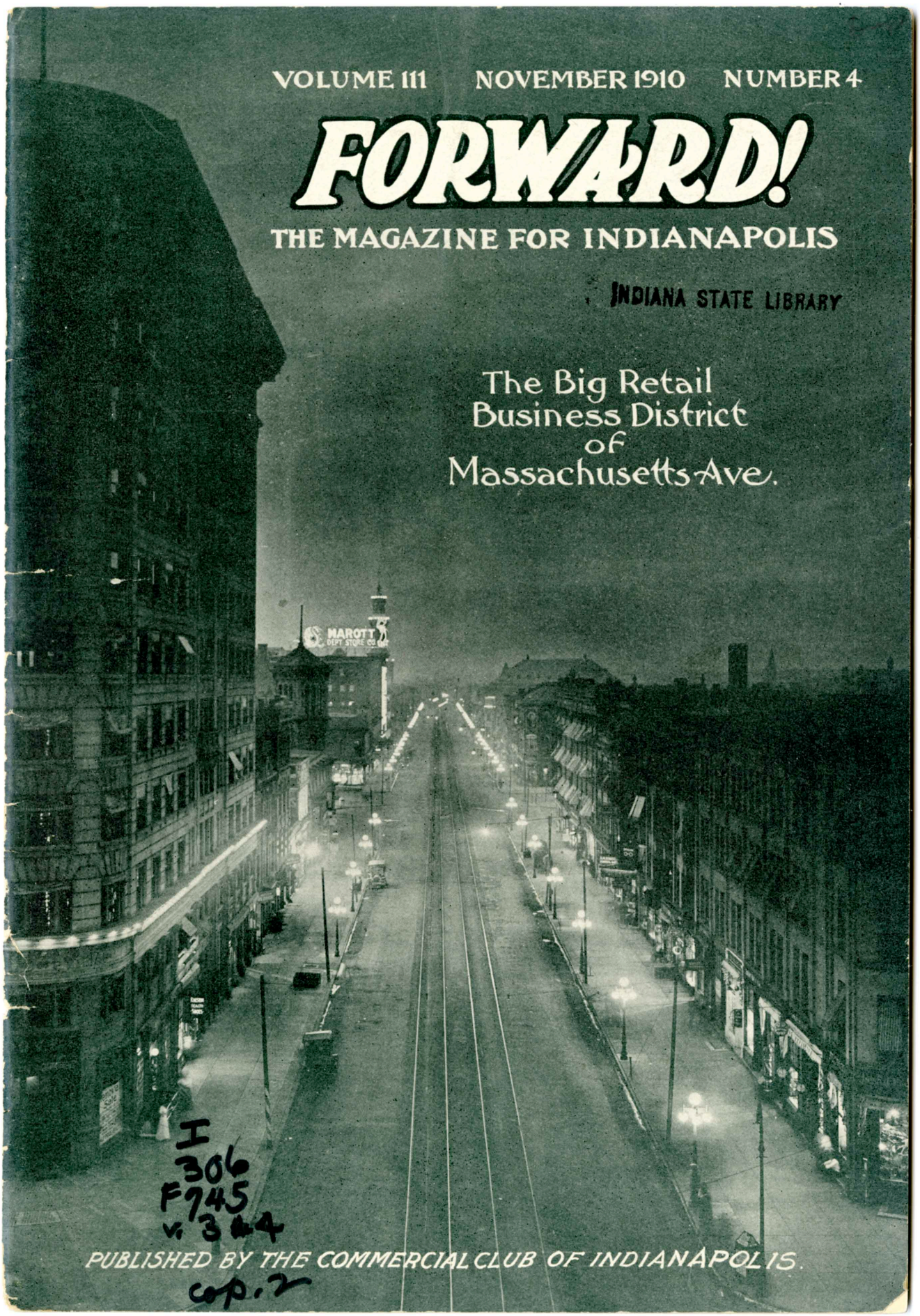
Phones, Old, Main 153, New 51 — 341-347 East Market Street

VOLUME III NOVEMBER 1910 NUMBER 4

FORWARD!

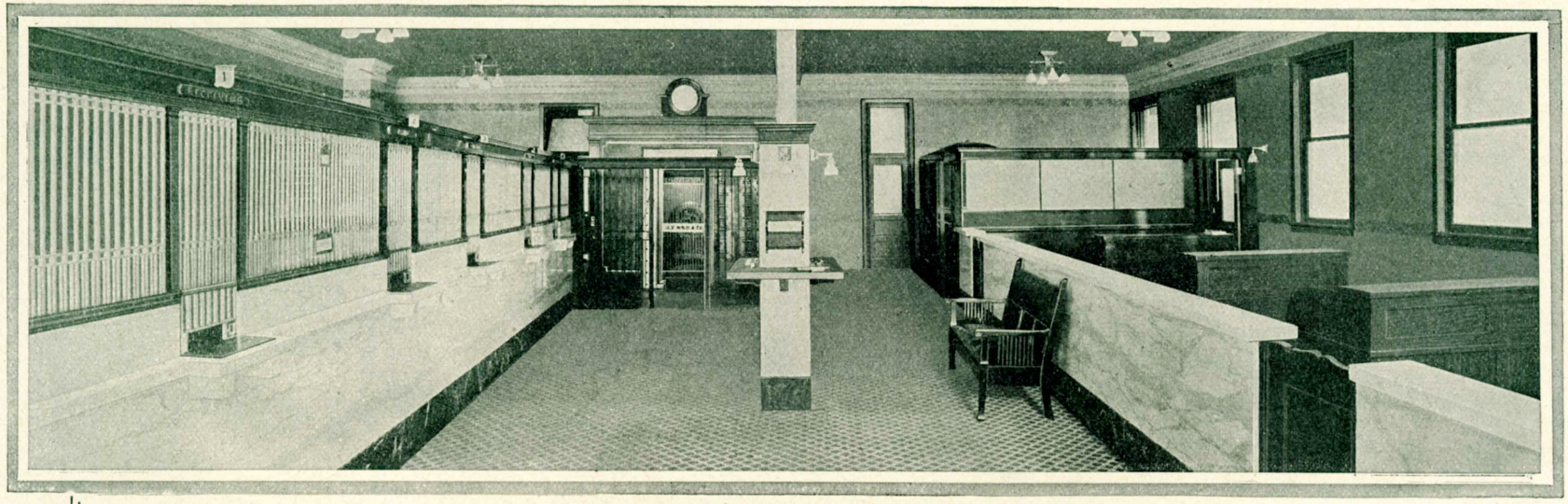
THE MAGAZINE FOR INDIANAPOLIS

INDIANA STATE LIBRARY



I
306
F745
v. 3 #4
cop. 2

PUBLISHED BY THE COMMERCIAL CLUB OF INDIANAPOLIS.



Main Banking Room and Safe Deposit Department

J. F. Wild & Co.—A State Bank—123-125 East Market Street

THE ONLY BANK OF ITS KIND IN THE CITY OF INDIANAPOLIS

Stocks and Bonds

We sell HIGH GRADE investment securities; for convenience of buyers, we issue a new and complete list of these securities every month.

Checking Accounts

Ours is THE ONLY BANK in the city that pays THREE PER CENT interest on daily balances, subject to check. May we have your account?

Savings Accounts

On SAVINGS ACCOUNTS we SHARE profits with our depositors and pay four per cent compound interest, credited semi-annually.

Safe Deposit Boxes

More commodious boxes at the same rental paid for small sizes elsewhere is the feature of our Safe Deposit Department. Boxes, $2 a year.

Oldest Bond House in the State of Indiana

A Daily Chart of Your Business

We have a plan that cuts bookkeeping costs and gives, at the close of each day, a profit and loss statement for every department—a chart for daily guidance.

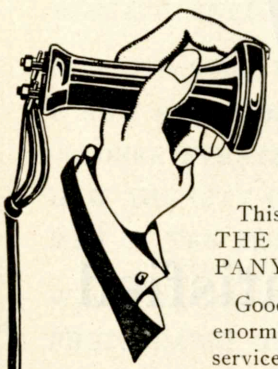
ANY BOOKKEEPER CAN INSTALL. NOT EXPENSIVE. Full details on request.

THE ROUGH NOTES COMPANY

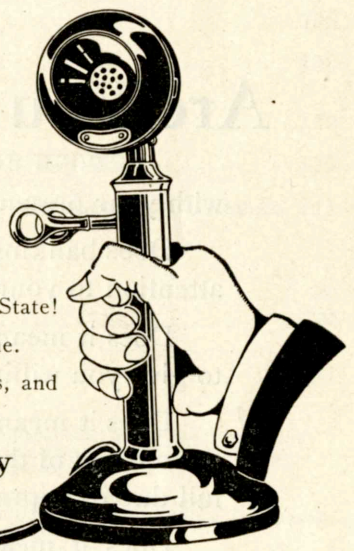
Exclusive Indianapolis Agency for "Twinlock" Loose-Leaf Systems

Just West of the New City Hall **220-222 East Ohio Street** *Phones, Main 6776, New 1862*

Bookkeepers who desire to make their offices effective (and thus to raise their salaries for 1912) are invited to ask for free copies of the forms.



Is This The Good Old Hoosier State?



This is the Contract Department of THE BELL TELEPHONE COMPANY talking.

Good morning! Do you realize the enormous extent of Bell Telephone service in Indiana?

208,567 telephones in this State connected with our system, or one for every 13 of the population!

This means a connection with the Bell system in at least every third household throughout the Hoosier State!

And every one of them can talk to every other one.

Five Million Bell connections in the United States, and 22,187 of them right in Indianapolis.

Central Union Telephone Company

MAIN—4800

The Best To Be Had In Town Will Be Found At

Frank G. Kamps, Jr.

Wholesale and Retail

Fish, Oysters and Game

40 Virginia Avenue **Both Telephones 610**

PROMPT DELIVERY

Are You Entirely Satisfied

with your present banking connection ?

Does banking with you mean careful, immediate attention to your needs ?

Does it mean courteous, able men at the windows to give you willing, intelligent banking service ?

Does it mean that you know and are known by the officers of the bank and your business given its full due of appreciation ?

Does it mean only a mere depository for your money or real business help and service ?

If not, then the officers of this bank would like to talk with you about Continental National Banking Service.

The Continental National Bank

On Meridian Street

Between the Monument and Washington Street

FORWARD!

The Magazine for Indianapolis

Vol. III NOVEMBER, 1910 No. 4

Table of Contents

MASSACHUSETTS AVENUE AT NIGHT (Cover Page)
Photo by C. F. Bretzmann

BILLIARD ROOM IN COMMERCIAL CLUB (Photograph) 100

A NEW RETAIL DISTRICT 101

OCTOBER EVENTS IN INDIANAPOLIS 104

HOW THE CITY CURES TUBERCULOSIS 105

MEN OF THE MONTH 108
Drawings by C. B. Jackson

WHO'S BOOSTING INDIANAPOLIS? 110

PHOTOGRAPHS OF NEW COMMERCIAL CLUB ROOMS 113

WHAT HAPPENED IN DES MOINES .....**By Lewis A. Coleman** 115

DEPARTMENTS:

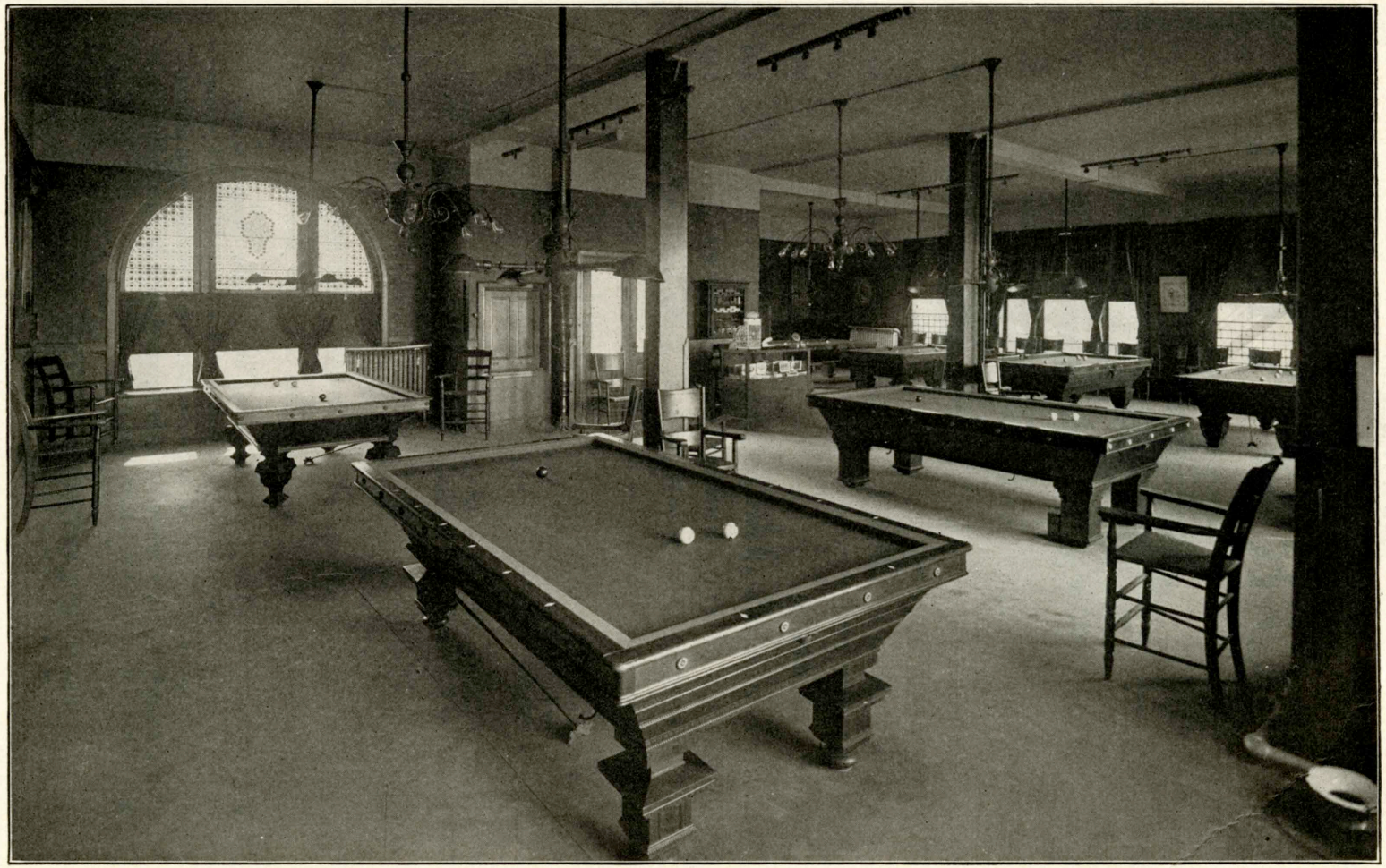
Coming Events 120
Men and Affairs 120
Your City in Paragraphs 120
Commercial Club Members 121

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

¶ As women of taste prefer hand-decorated china to the cheaper kinds, so do they prefer our new type of beds with their delicate, hand-painted decorations—excellently executed. ¶ In connection with cretonnes, wall papers, etc., to harmonize, they afford remarkable room decorating possibilities. ¶ The best local furniture dealers have them.

The T. B. LAYCOCK MFG. CO., Indianapolis



NEW BILLIARD ROOM IN COMMERCIAL CLUB

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME III NOVEMBER 1910 NUMBER 4

A NEW RETAIL DISTRICT

HOW THE MERCHANTS OF MASSACHUSETTS AVENUE HAVE MADE GOOD, AND THE STORY OF AN EMPTY BUILDING

MASSACHUSETTS avenue is no longer merely "a way to go home." It is now a vital part of the city's commercial being—an artery of trade through which the young and red blood of business rushes swiftly.

There was a time—not so many years ago—when the most vivid impression people had of Massachusetts avenue was a fleeting glimpse from street car windows as they journeyed to and from their work to their homes. Nowadays the street cars unload shoppers at the street corners, and from Pennsylvania and Ohio streets there come buyers afoot.

Massachusetts avenue has "caught on." It has become a business center—a retail district. Men have made it so by their progressiveness and their aggressiveness. They have a saying, "If you can buy it in Indianapolis you can buy it on Massachusetts avenue," and they back it with the "goods."

This new retail district is aggressive. It does things. When something doesn't come their way, the business men of the avenue go out after it. And they bring it back. The district has taken on the atmosphere and the airs of more firmly established districts. It has the same street lighting system that distinguishes other Indianapolis streets, making it easily one of the city's most important "Broadways and Brightways." It has every physical and material advantage enjoyed by the merchants of any other part of the city, and it is using them to the greatest advantage.

For several years the tide of business has been sweeping north. Indianapolis is growing, and there is no longer room in the old established business districts for all the commercial ventures justified by the increasing population. Ohio street was sort of a boundary line for business on the north. The federal building "started something." Then came the Indiana Pythian building on the point of Pennsylvania street and Massachusetts avenue. Business continued to creep north up Pennsylvania street. One landmark after another gave way until Vermont street has nearly been reached. The same movement was felt on Meridian street, and business there has advanced one square to the north, capped by the telephone building, at New York street. The same is true on Illinois street. Business is expanding, and is finding an outlet to the north.

In the fall of 1906 a modern five-story business building was completed on Massachusetts avenue, between Delaware and Alabama streets. The people who observed things from the street car windows, and those who walked that way, awoke to the realization that some Indianapolis man had seen great possibilities in the future of Massachusetts avenue. That man was George J. Marott, a Wash-

ington street merchant. He saw possibilities, and he took time by the forelock. Some people gasped, for it was the most pretentious building on the avenue. It was erected nearly two squares away from Pennsylvania street—in the heart of Massachusetts avenue. There was nothing half-way about the venture. Mr. Marott sat down exactly in the middle of the puddle.

MOVED IN HIMSELF

Well, the building was completed and was ready for an occupant. But none came. It was evident that Mr. Marott's faith was not immediately shared by any business enterprise large enough to occupy the entire building. But, having baited his hook, Mr. Marott waited—waited patiently. He waited one year. He waited two years. Then, in 1908, becoming tired of seeing people on the rear platforms of street cars point out the empty five-story building with some remark to the effect that "Marott had an elephant on his hands," he occupied the building himself.

Now, this was rather a large undertaking. It was a big five-story building. So, Mr. Marott built a business enterprise to fit the building. It was—and it still is—the Marott Department Store Company. And things began to pick up on the avenue.

You don't hear stories now about Marott's "white elephant." If it was an "elephant," Mr. Marott got the beast off his hands. Then he climbed up on its back, and he's riding there now very comfortably. It's a good deal different now.

This was in 1908. In 1909, March 30, the Massachusetts Avenue Merchants' Association was formed. It was incorporated April 24, 1909. The purpose of the organization was to make Massachusetts avenue more attractive as a retail business street, and to increase business. These things have been done, and much of the activity in business affairs on the avenue is due to the energy and co-operation of the members of this association. The officers elected were George J. Marott, president; O. J. Conrad, vice-president; Harry Stout, treasurer, and G. H. Westing, secretary. They have done so well with their work as officials that no one has ever wanted a change—and they are serving today.

When Indianapolis became interested in better street lighting, the merchants of Massachusetts avenue became interested. And they had them just as quickly as any one else—quicker than some, in fact.

The association has successfully negotiated with the Indianapolis Traction and Terminal Company for new track on the avenue and a new pavement between the tracks. This new track and the pavement, says Mr. Marott, are not excelled by any in the whole world.

The association has succeeded in having given to the pavement the same attention the city gives to Washington, Pennsylvania, Meridian, Illinois and other business streets. It is cleaned the year round.

The avenue now has corner policemen, and a mounted officer who patrols the first three squares. The volume of business on the avenue justified this, and it is an eloquent testimonial to the increase in trade activity on that thoroughfare.

For every one pedestrian on the avenue five years ago there are three now.

PROPERTY VALUES INCREASE

Rents have doubled.

Property values have increased 30 per cent.

Property on the avenue has increased in value three-quarters of a million dollars. To be specific: There is one piece of business property on the avenue which was bought for $40,000 twelve years ago. The present owner has refused $100,000 for the same property.

Today the buyer can find almost anything on the avenue, from a toothpick to a threshing machine. And it is just beginning, according to the merchants.

"In ten years Massachusetts avenue will be an all-important retail center,"

said Mr. Marott. "In ten years Massachusetts avenue property will have doubled in value. No property in Indianapolis has been so greatly enhanced in value within the same time as the first four squares of Massachusetts avenue. It will be only a question of a short time until other large interests will be found on Massachusetts avenue. It is growing, and it can't be stopped."

SPIRIT OF MERCHANTS

The spirit in which the merchants of the avenue are working is shown by the statement of one of them who owns property there. Although he firmly believes his property will increase rapidly in value, he would rather sell it outright, or give a long lease to some energetic firm than to hold it in its present state for increasing values. These men have the good of the greatest number at heart.

There was no revelry by night, but there certainly was satisfaction among the merchants of the avenue when the Shriners built Murat Temple at New Jersey street. This satisfaction was increased when the Shuberts leased the theater and began operations.

With the Pythian building at one extremity and the Shriners' Temple and the Shubert theater at the other, the future became brighter than ever. There is no question but that the Temple and the Shubert theater have added greatly to the gayety of the avenue. They have brought people there who have never been before. Patrons of the theater who come afoot take time to study the attractive windows —and they come again in shopping hours to buy.

The new order of things has penetrated every business establishment. Stocks have been enlarged, show windows have been remodeled and more attractively decorated, and there's hustle in the air.

Another and very significant feature of the avenue's commercial life is the great volume of street car and interurban traffic it bears. No other street in Indianapolis has so much—unless it is Washington street. On Massachusetts avenue are found the College, Central, Alabama, Brightwood, East Tenth, Columbia, Brookside and Broad Ripple street cars, the interurban cars that cover the 600 miles of Indiana Union Traction track, and the new Newcastle interurban cars.

Massachusetts avenue is "strong for parades." The merchants, through their association, have induced the managers of all parades to include the avenue in the line of march—and they expect to continue this feature.

They are ready to decorate "at the drop of the hat," and have demonstrated their ability to make the avenue a showplace by their decorations for the Shriners' festival, the auto show and their two fall openings—one in 1909 and one in 1910.

There are several pioneers on the avenue, among them being George J. Hammel, grocer, and Edward E. and Harry Stout, of Stout's factory shoe store. G. H. Westing comes also in this class.

Mr. Hammel has been in the grocery business on the avenue since 1873—about thirty-five years. He started in a room at No. 410 and now occupies this with the room adjoining. Mr. Hammel has a distinct recollection of conditions and events of the early days.

IN THE OLD DAYS

"In 1873, when I started in business," he said, "the avenue was filled with mudholes. There was only one street car track, with plenty of switches at inconvenient places. Where the Pythian building now stands John Wood once had his home, with its bright grate fires in winter, and half a square of cord wood stacked on the sidewalk.

"The first grocer was Aaron Clem, who did a flourishing business where the Ardmore block now stands. The first florists, Bertermann Brothers, occupy part of what was once the Gillespie property. The Gillespie residence stood where the Wyandotte apartment building is now.

Continued on Page 118.

OCTOBER EVENTS IN INDIANAPOLIS

Theodore Roosevelt and William Jennings Bryan speak to record-breaking crowds during state campaign.

Property owners plan big building adjoining Board of Trade.

Samuel B. Sweet, retired railroad official and prominent Mason, dies.

Commercial Club committee files report on Indianapolis street car situation.

Dr. P. H. Jameson, pioneer physician, dies.

Automobile licensing ordinance admitted to be invalid.

John F. Petri, of Indianapolis, elected grand chancellor of Knights of Pythias Grand Lodge.

Cases involving leases of New Telephone Company's property dismissed from the Supreme Court.

C. W. Fairbanks elected president of Indiana Forestry Association.

John E. Redmond, Irish leader in British parliament, speaks here.

Robert Nix, head of German department of Indianapolis schools, dies.

Industrial parade of Trade Association brings out 150,000 people, and is biggest parade in city's history.

The Very Rev. Anthony Scheideler celebrates fiftieth anniversary of his ordination.

Cornerstone of new St. Paul Methodist Episcopal Church laid.

Dr. Robert J. Aley recommends publicity for Indianapolis schools and compliments them.

Three thousand people witness laying of cornerstone at St. Mary's Catholic Church.

Night school classes open in public schools.

Council passes budget ordinance and fixes tax levy at 94 cents.

Soldiers' and Sailors' Monument makes new record in quarterly receipts.

Mayor invites advisory commission to criticize more freely.

Commercial Club to raise $10,000 to entertain national meeting of Odd Fellows here in 1911.

Regulation of street traffic by means of system of whistles begins.

Commercial Club inaugurates campaign for 2,000 members.

HOW THE CITY CURES TUBERCULOSIS

LIVES OF THE POOR BEING SAVED IN THE BATTLE WITH THE GREAT WHITE PLAGUE

THEY are curing tuberculosis over at the City Dispensary—not every case, not many cases, but they are curing it!

They are preventing still more cases than they are curing.

Indianapolis men of science, with splendid self-sacrifice in behalf of the poor of the city, have met "the great white plague" more than half way over there at the free tuberculosis clinic; have given it battle and have conquered; have won without sending the patients away to pleasanter climates; have been victorious against the odds that go hand in hand with poverty; have saved the victim and have saved others from becoming victims.

The curing of the disease has been a marvelous thing, though, of course, not spectacular; but however worthy the actual curing of certainly diagnosed cases of tuberculosis, the cures have not been as beneficial to the community as has the prevention of scores and hundreds of cases that might have developed last year, next year and the years to come.

WORK NOT SPECTACULAR

Again, let it be said that the work has not been spectacular. There has been no blare of trumpets, no glaring headlines! But it has meant patience and endurance. It has taken patience on the part of the sufferers and patience on the part of those who are directing this marvelous work.

This movement in the battle against consumption in Indianapolis has really been a little of cure, comparatively speaking, and a whole lot of prevention. The dispensation of drugs and advice to the sufferers has gone hand in hand with the dissemination of knowledge of the disease, of its prevention, its treatment, its symptoms, its causes and its cures.

All of which is to say that tuberculosis is contagious, preventable and curable—curable without passing beyond the gates of Indianapolis.

EMPHASIZES THREE WORDS

Contagious, preventable, curable! If it were within his power, Dr. Jewett V. Reed, superintendent of the City Dispensary, and as such at the head of the free clinic, would burn those three words into the minds of the people of Indianapolis in such a way that they would never be forgotten. Dr. Reed a few days ago made his annual report to the City Board of Health, showing the results obtained in the clinic's dealings with 331 persons who applied there for examination and treatment. This showing was as follows:

Examined but not afflicted	*28 %*
Cured	*4 %*
Disease arrested	*5 %*
Improved	*18 %*
Unimproved	*16 %*
Died	*11 %*
Whereabouts unknown	*18 %*

Dr. Reed explains in his report that among those who at the time of the making of the report were classed under the heading of "disease arrested" will eventually come up to the classification "cured," and that many from the class "improved" will advance to the higher classes also. Many of the 18 per cent whose whereabouts are unknown were improving at the time they were lost to the clinic's view. Many of them are no doubt now at work, and some may be under the treatment of physicians outside the free clinic, and may, either under such treatment or by following the instructions which were drilled into them at the clinic, recover eventually.

The "cured" patients were in nearly every case those who applied at the clinic early in the progress of the disease, and

in every case where such patients as these adhered strictly to the instructions given, the patient did not grow worse.

The cases where the progress of the disease was stopped, the "disease arrested" classification, were for the most part cases a little further advanced than the earliest stage of the disease. While most of these cases were in the incipient state, one young man of 24, in whose case the disease had developed beyond all hope for the average case, was by most careful adherence to the rules of living and the treatment, able to join this class.

POVERTY AND IGNORANCE HINDER

In most of the fifty-nine cases (18 per cent) under "improved," the report would show a higher classification but for the failure of many of the patients, either through necessity or sheer carelessness, to exercise the care which must be taken by him who would overcome the disease. The poverty, in some cases, and the ignorance, in other cases, of the patients counted against them. Many of them were so situated that they could not have the rest, the sunshine and the good food that are essential to speedy and certain results in the treatment. There were others who attended the clinic irregularly and who were not conscientious in carrying out instructions.

In this connection it may be interesting to note that the chances of the person who is able to rest, to eat the food which a specialist in the treatment of the disease prescribes, and who is intelligent enough to carry forth every instruction, has, naturally, a much better chance of recovery from the disease than did most of these poverty-ridden sufferers who came under the observation of the free clinic.

Those who fell within the lowest classifications as to results were for the most part those who applied when it was too late. Those words "too late!" They are being erased from the history of the treatment of tuberculosis now, in Indianapolis, mind you! They are disappearing before the extensive educational movement on the subject of "the great white plague." Of course, the time will come when the symptoms of the disease in its earliest and curable state will be universally known. Then, too, it will be as generally appreciated that it is of the greatest importance to consult a physician at the earliest moment. When those things are known, then deaths from this dread disease—this disease which has caused 12 per cent of all the deaths in Indianapolis so far this year!—deaths from this dread disease, we say, will practically stop. The men of science are determined men, and they will stick to it until we all know these things, or our children, or our children's children know them. If the lesson could be taught to this generation, then the happy dreams of the present-day scientists would blossom forth into a grand realization during their lifetime, and the deaths from tuberculosis would almost cease.

Now there are certain almost positive signs of the approach of the disease that every intelligent person should know. It is possible that any one of them, or all of them for that matter, may exist in other ailments than tuberculosis, or that they may not all manifest themselves, at first, with the disease; but they usually accompany the disease in its early and curable state. They are a persistent cough, a pain or "stitch" in the side, the loss of weight, the constant feeling of being tired, night sweats, chronic indigestion and the feelings which come with a generally run-down condition.

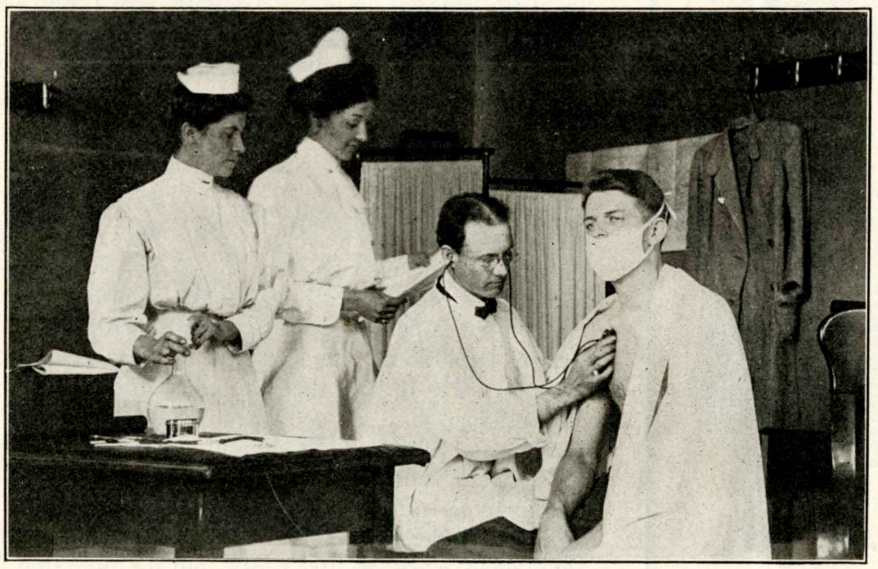
EARLY DIAGNOSIS NEEDED

When it is remembered that delay in consulting capable physicians is the commonest of all the causes of failure in the treatment of the disease after it is once contracted, no person with the slightest suspicion he may have the disease can afford to wait for it to manifest itself in a more certain way. It is only by early and expert diagnosis that cures are effected.

To guard against the disease, the clinic warns us to avoid dissipation, close and unlighted sleeping quarters, overwork,

crowded sleeping quarters, smoke and dirt and mouth-breathing (this last especially in the cases of children).

A word as to tuberculosis in children is timely in consideration of the fact that of the 331 patients treated at the free clinic, 13 per cent were under 15 years old, and many of them were school children, whose condition, in many cases, had been discovered through the excellent school inspection system of our city health department and had been taken from school rooms where they had been constant sources of danger to every other child in the school.



TUBERCULOSIS TEST MADE BY CITY

While probably the commonest circumstances under which children contract the disease is that of infection from a parent, or some other member of the family, there are many cases, no doubt, which originate through the association of children with infected servants or with servants in whose homes tuberculosis exists. The greatest care should, therefore, be exercised in the selection of servants, and particularly if the servant is allowed to go to and from her home each day.

In the cases of children, a chronic cough, loss of weight, enlarged glands of the neck, a limp or a pain in the back or the legs, should make the parents suspect the beginning of tuberculosis of the lungs, glands or bones, and should at least result in a consultation with a good physician at once.

The treatment prescribed by the free clinic is largely a matter of the manner of living rather than in the administration of drugs. When a physical examination, followed by the laboratory examinations, develops the fact that a patient has the disease, he is told to rest and to eat abundant food of the most nourishing character, the purpose being to save the energies for the production of the blood serum in his own body that is necessary to the destruction of the tubercular germs and the production of all the new energy which good food and proper living will produce.

Because it is impossible for some of the city's poor to live under conditions even approaching the ideal while undergoing treatment, the city has provided at the City Hospital a number of small frame cottages, and this "tuberculosis colony,"

Continued on Page 119.

MEN OF THE MONTH

Speaking of parades—were you one of the 199 Indianapolis citizens who did not see the industrial parade of the Indianapolis Trade Association? If you were, then, of course, you did not see Capt. R. P. Van Camp on his horse. Now, Captain Van Camp was chief marshal of that parade, and as such is entitled to no little honor and glory. In years to come, when the old folks are gathered around the fire and some one mentions parades, up will come the great industrial parade of 1910—the one in which Captain Van Camp outdid himself. It is no small job to manage the affairs of a parade three or four hours long, and that is exactly what he did.

If there's anything you want and it's hard to get, better send Conrad Ruckelshaus for it. He's a good getter. Now, Mr. Ruckelshaus went out to San Francisco last month to attend the meeting of the Supreme Grove of the United Ancient Order of Druids, with two modest desires in his soul. One was to be Supreme Herald, and the other was to land the 1911 convention of the order for Indianapolis. He got away with both of them. He was elected Supreme Herald and he induced the Druids to come to Indianapolis in 1911. For both of which Indianapolis offers thanks and says emphatically that Conrad Ruckelshaus is a desirable citizen. It was a good day's work, and we're for him for Supreme Arch.

Well, John F. Petri, of Indianapolis, got there. He is about the biggest Knight of Pythias in Indiana today. Grand Chancellor! My, but that's a prize worth having, and when the Grand Lodge met last month to name the man, Mr. Petri put on his armor and swung his shield into position. He believes a thing worth having is worth working for. So he worked. So did his friends —and the friends of his fraternal rival. When the dust settled there was Sir Knight Petri, alone in the arena, making his bows and acknowledging the honor, for the opposing forces had "surrendered." Now he rides at the head of the procession and gracefully bears the honors that are his.

MEN OF THE MONTH

Ten minutes' acquaintance with Robert G. McClure will convince you that he is a modest man. Therefore, it is doubtful, if you left it to him, whether you would ever know that he is the king pin of the Central Association of Commercial Club Secretaries. For some years "Mac" has been the quiet, unassuming and efficient secretary of the Indianapolis Commercial Club. This, of course, was known to the Commercial Clubs of other cities. It followed that when the secretaries of these organizations met recently in convention at Milwaukee, what was good enough for Indianapolis was just what they wanted. They elected Mr. McClure president. And he'll make them a good one or "bust" trying.

"Welcome to our city!" Put down your valise, Dr. Storms, and stay awhile. Hang up your hat. There, now make yourself at home. Men and women of Indianapolis, this is the Rev. Albert B. Storms, lately president of Iowa State College, at Ames, Iowa. The Central Avenue Methodist Church of Indianapolis, needing a pastor, took a squint over the Iowa border and caught Dr. Storms with his guard down. He looked good to the Methodists, and they looked good to him. So, here he is, pastor of a fine Indianapolis church. Thus, we know that he is an educator and a minister. From his friends it is learned that he is also no stranger to the lecture platform. The Methodists got good measure.

You can't truthfully say that Jacob Piatt Dunn has "gone and done it." No, it were better to say he's done it again. That is, Mr. Dunn is the author of a new book—"The History of Greater Indianapolis." Now, without any frivolity, this latest work of Mr. Dunn is a work well worth doing, and is a credit to himself as well as to his city. He has written a comprehensive and entertaining history of the greatest inland city in the world, and has made it a thing of real value and a joy forever. Mr. Dunn is amply qualified to discharge a duty of this character, and needs no words to that effect. The book is the best evidence, and it will speak for him eloquently through the coming years.

WHO'S BOOSTING INDIANAPOLIS?

SOME ONE IS TACKLING THE CITY'S MORAL CIVIC AND COMMERCIAL PROBLEMS EVERY DAY IN THE YEAR. WHO?

STOP a moment and reflect. Has there been one day this year when you have given your time and your attention, seriously, to some movement for the welfare and general interests of the city of Indianapolis? Or two days? Or three?

Well, if you haven't, who has? Some one must be doing this very thing—not one day in the year—but every day, and very often Sundays included.

Think of this, then. Not a day passes but that one or more committees meet in the Commercial Club rooms, giving their time and their energy, their intelligence and purpose, to the problems—civic, moral and industrial—that confront this city.

This is the work of the Commercial Club, but the Commercial Club is not an impersonal thing. It is a collection of individuals. It is made up of you and the other fellow. The other fellow has been on the job. Have you?

Now, activity of this sort is really work. Pleasant, of course, but real work. And, in order to give every possible assistance, the club has provided club quarters that have social features as well as a business atmosphere. They "sugar-coat the pill"—if it is a pill for any one.

COAT OF SUGAR ADDED

And right at this time the directors have added another coat of sugar. They have improved the club quarters and have added an entire floor in the Commercial Club building. Every convenience and pleasure that can be reasonably expected has been made a part of the new and enlarged establishment. The club has done its part, and now it's up to the individual.

With the additional room and conveniences, comes the natural desire for new members. There are now 1,825 men of Indianapolis enrolled for the fight in behalf of a bigger and better Indianapolis. By January 1, 1911, it is the purpose of the club to have an even 2,000. If it's 2,001, though, no one will object, and you needn't stay out if you are No. 2,001.

The sixth, seventh and eighth floors of the Commercial Club building are now occupied by the club. The sixth floor is given over largely to the public work of the club. Here are the secretary's offices, the committee rooms and the directors' room. Those who are engaged in committee work go directly to the sixth floor, where lunch is served during their deliberations.

SOCIAL FEATURES SUPREME

On the seventh floor the social features have undisputed sway. A magnificent reading and lounging room has been provided. There are rooms for cards, checkers, chess, etc., on the sixth floor, and at the rear of the seventh floor is a big room devoted to billiards and pool.

The eighth floor is one of the favorite resorts of the club. Here are the dining rooms. The alterations made during the last two months have made a vast change here and have produced one of the most delightful cafes in Indianapolis. There is a large dining room for members, and a section for ladies. In addition, on this floor, there is a comfortably furnished rest room for ladies, adjoining their dining room.

The club is now prepared to entertain the wives, sisters, mothers and sweethearts of its members and makes them welcome. They are taken directly to the eighth floor in the elevators, and there find a rest room and a dining room at their disposal.

The noon lunches at the club are one of its most delightful features. Each day at noon several hundred of the city's busiest men rub elbows and exchange ideas as they lunch. It brings about

many friendships and adds greatly to the efficiency of the club's work—this mingling of its members.

The new club quarters have provided another distinct advantage in the way of assembly rooms. The committee rooms and the directors' room on the sixth floor may be thrown together by means of folding doors, so that a large room seating about 200 is obtained. These committee rooms may also be used as private rooms, either for small assemblages or as dining rooms. The cafe on the eighth floor is also to be used as an assembly room. About 400 people can be comfortably seated. The lack of these facilities was greatly felt in the old club quarters.

But, while the social features are not overlooked, there is a serious undertone. The men who go there are men who do things. They find relaxation within the club's walls, but more than anything else, they find opportunity.

That is what the Commercial Club means. It means opportunity. It stands for opportunities to do things for the city of Indianapolis.

WHAT THE CLUB HAS DONE

Some people wonder what the Commercial Club has done. They hear its name—but they don't see the wheels go round. But the works are there inside the case—and it's a solid gold case—and the wheels are turning all the time.

Did you know that the charter under which Indianapolis has been governed since 1890 was planned and executed in the Commercial Club? No? Well, it was. It served its purpose well, but now, when other needs and requirements have arisen —when there are many who believe it has outlived its usefulness—the Commercial Club is again on the job, and is investigating the commission plan of city government. It has had a capable committee, headed by Lewis A. Coleman, at work on this subject, and this committee will soon report its findings. These may be taken up, if the board of directors approves, and some recommendation be presented and fought for in the next Indiana legislature.

Thus, in 1890, the Commercial Club was interested in the present city charter; also the systematic improvement of streets.

In 1891: the erection of a Commercial Club building, a new county jail, a city sewerage system and a new federal building.

ONLY FEW OF MANY

In 1892: the city streets and alleys, the Grand Army of the Republic national encampment and railroad track elevation.

In 1893: relief work for the unemployed.

In 1894: improvement of the United States arsenal, movement to secure army post near Indianapolis.

In 1896: lower fire insurance rates.

In 1897: open air concerts.

In 1899: improvement of White river, the street railway franchise and the natural gas supply.

In 1900: a new water contract with the city and the Lawton monument.

In 1901: the Indianapolis Southern Railroad, the Benjamin Harrison Monument Association and the Jobbers' and Manufacturers' Association.

In 1902: the Winona Technical Institute, interurban franchises and a primary election law.

In 1904: bridge and stream improvements, and a trade extension trip through Indiana and Illinois.

In 1906: teachers' salaries and pensions and the change in the franchise of the Indianapolis telephone company.

In 1907: the Indianapolis Freight Bureau and 60-cent gas for Indianapolis.

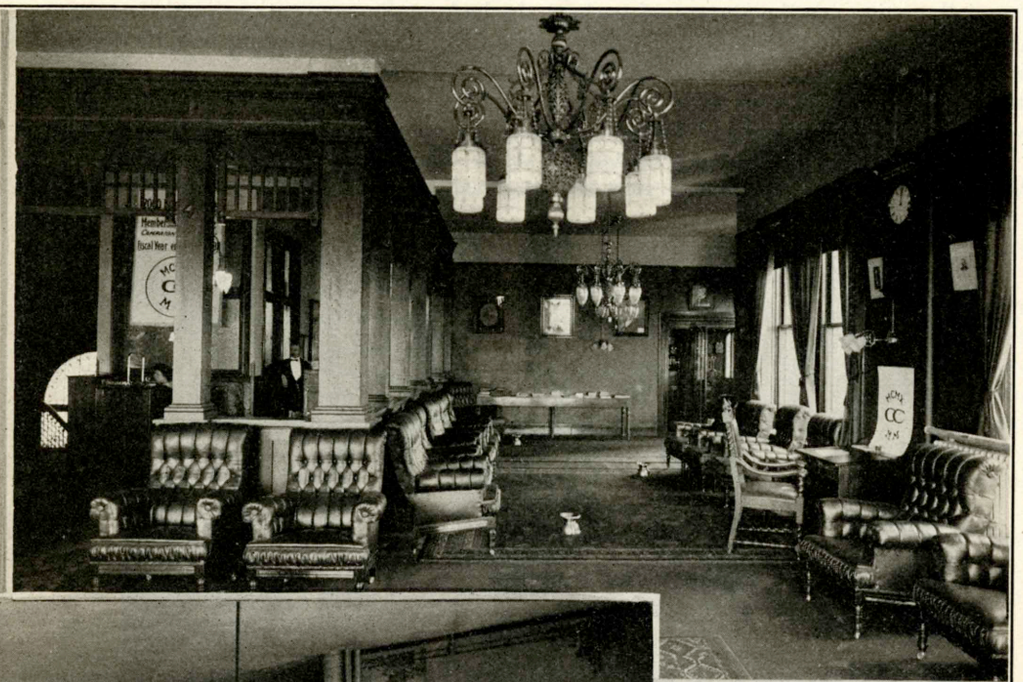
In 1908: branch public libraries.

In 1909: supervision of benevolent associations and the publication of the magazine FORWARD!

In 1910: a civic center for Indianapolis, better local and state laws, co-operation with public schools, crosstown street car lines and many other affairs.

These interests are only a few of the

LIBRARY, LOUNGING ROOM AND CAFE IN NEW COMMERCIAL CLUB QUARTERS

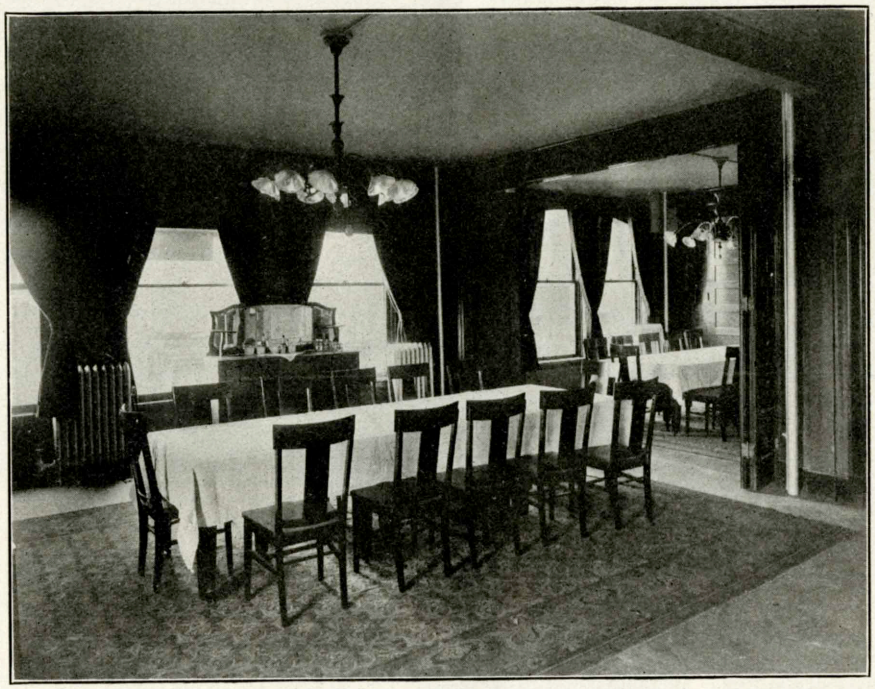


—Photos by C. F. Bretzman

many in which the club has taken an active interest and for which it has fought. Among some of the recent and very important movements in which it has been especially active are the system of parks and boulevards, the housing law, the public comfort station and the new street lighting system—resulting in the "Broadways and Brightways" of Indianapolis.

Every day it is taking a step forward. Men are meeting and planning—and the results are being obtained from day to day, and from week to week. The Commercial Club is a place for action. It is getting results every day. It is always on the lookout for conventions, and it never lets up in its effort to bring new factories to Indianapolis.

That real tangible results are obtained, no one who will examine the record can deny. There is not a feature of the commercial, civic or moral growth of Indian-



ONE OF THE COMMITTEE ROOMS

keynote is unselfishness. The workers are laboring for the general welfare.

All these things that the Commercial Club is interested in are not accomplished in a day. They are the work of years.

It is a fact that the committee on track elevation worked, and worked hard, for ten years before definite results were accomplished. Ten years—think of it! But now we have elevated tracks. Was it worth while?

While it is true that in some movements years are spent to bring the desired results, it is also a fact that immediate results are obtained.

apolis in which the Commercial Club has not been active.

"Organized force is what does it," said Winfield Miller, president of the club, at a recent membership meeting. "The individual may do a good deed, and may be engaged in a laudable enterprise for the public welfare, but it is by organization that we get results.

"And an organization such as the Commercial Club is always found on the right side of questions. Individuals may go wrong—may be mistaken—but 1,825 men, banded together—never!"

WHAT HAPPENED IN DES MOINES

BEING THE RESULT OF THE "COMMISSION" PLAN IN A CITY "BUILT" MUCH LIKE INDIANAPOLIS

BY

LEWIS A. COLEMAN

[EDITOR'S NOTE: *Mr. Coleman's article presents his views of the commission plan of government, a subject which the Commercial Club is now investigating, but in which it has reached no conclusion.*]

THE commission plan of government has been in operation in Des Moines about four years. Its citizens have therefore had a fair opportunity of judging results as compared with results under the old or the ordinary plan of American city government.

The observations herein made are not the result of personal contact. They are the result of the investigation of others.

No two cities have exactly the same problems to solve, but it is remarkable how near the conditions in Des Moines, at the time of the adoption of the commission plan of government, resemble those in Indianapolis at the present time.

All of the public utilities of Des Moines are owned and operated by private corporations.

The street railway system is similar to ours, with six fares for 25 cents and universal transfers. There have been two telephone systems for many years, but they are now in process of consolidation.

There are several plants that serve the city with light, heat and power.

PEOPLE SURPRISED

The people of Des Moines themselves are not only agreeably surprised, but are delighted at the excellence of the results obtained under their plan of government.

The promoters of the scheme in all fairness conceded at the time of its adoption weaknesses would probably develop, and that the law would have to be amended, but up to this time the only amendments of any consequence have been to strengthen the re-call provision and to permit cities of practically all classes to adopt the plan.

Some of the officers first elected under the new plan in Des Moines were of the opinion, after a few months of service, that the law would have to be amended in a number of particulars, but at the end of a year they were unanimous that the law in their opinion was as near perfect as it could be made.

Until the adoption of the plan Des Moines was a city of dirty streets. They are now so remarkably clean as to excite comment.

FAVORITISM ABOLISHED

Favoritism in the matter of use of sidewalks for fruit stands and cellarways has been abolished.

The advantage of having five responsible men, fairly paid for their whole time, to attend to the city's business, each at the head of separate departments, where complaints could be made by any citizen, and investigated promptly, and action taken at once, is something so different from what the people elsewhere have that they can not understand why all American cities do not adopt the plan.

By this method the relations of the city and the franchise holding corporations have become a matter of business instead of jobbery and scheming.

Only recently a representative of a system of interurban railroads, having occasion to obtain a franchise from the city of Des Moines, stated that the fact that he was enabled to secure it in a businesslike way, on the merits of the proposition,

without having to sugar a number of city officials and councilmen, as he had been compelled to do in many instances, was something remarkable, and that the city of Des Moines had a better contract with his company than any city in which his company did business.

A contractor doing business with the city understands that the city is to get the worth of its money, and contracts are uniformly enforced and with little or no friction. The police department has been entirely reorganized.

At the end of the first year of the operation of the plan in Des Moines it was found that the city had paid nearly $183,000 less for its first year of superior service than it had during the previous year for poor service.

MORAL EFFECT MARKED

The moral effect on the individual who lives on a clean and well lighted and policed street, and in a well governed city, is very marked, and the change in the moral tone and character of the citizenship of Des Moines has been as marked as in its physical aspects, where whole blocks of worn-out sidewalks have been relaid; an expensive bridge has been built across the Des Moines river; expensive park ground has been purchased; a viaduct over the railroad tracks, which had been talked of for twenty years, started, and a $300,000 city hall under way.

Yet these are only in keeping with the moral uplift.

The police surgeon states that the amount of his work in connection with murders, assaults, and suicides is not more than 10 per cent of what it used to be.

The prosecuting attorney states that the business in the criminal court has decreased at least one-third.

The newspapers have not reported any burglaries or hold-ups for more than a year.

This scheme of city government has shown clearly that the various departments of the city can work in unison, just as our present controversy between our board of works and council, and the refusal of our board of county commissioners to permit the erection of our city hall on the court house ground a few years ago, demonstrate that we can have no unity of purpose in our form of city government.

It is impossible and unnecessary to give all the details of the operation of the plan in Des Moines.

It has been declared a success by the best possible tests, not only from results, but from the opinion of the people living under it.

Many of those who were opposed to its adoption are now its greatest friends.

The commercial bodies of Des Moines, on the adoption of the plan, nominated a ticket which other interests of the city made the voters believe would be a mistake to elect, and as a result the first city council under the new plan was largely composed of second-class material.

Had its first council been men of unquestioned standing and reputation, its success would have been more immediate. However, contrary to expectations, the first reform on the adoption of the new city charter was a moral one, and the celebrated "vice trust" of Des Moines was driven out of business.

Des Moines maintained a quarter for brothels, and accepted the doctrine that a segregated district is a necessity of city life. The women were periodically fined.

Unexpectedly, and over the wishes of a majority of the council, public opinion forced a cleaning of the town.

The segregated district was closed on September 15, 1908, when women and criminals left the city by the carload.

REVOLUTION EFFECTED

The plan has succeeded, not because great ability was brought into the service of the city, but it has succeeded with exactly the same class of men as had previously been in charge of its affairs.

It was the system itself that compelled a revolution in the conduct of the city af-

fairs, and in the general life of the city.

The greatest weapons in the hands of the public to compel obedience to its wishes are supervision and publicity, and the right to summarily remove the unfaithful servant.

These essential elements are given in the initiative and referendum, and the recall—prominent features of the Des Moines plan.

The individual reserves the right to discharge an employe if his work is not performed satisfactorily. It is infinitely more important that the public reserve the right to discharge unfaithful servants.

The public official who has contracted to give his time and energy to the city and who is compelled to work in the open, and who knows that he will be discharged if his work does not meet with public approval, will more likely endeavor to ascertain and follow the wishes of the public, and to serve it, than if he is elected for a definite period of years, with no opportunity of being called to account.

Appointments are made by the council, or cabinet, solely on merit, and the mayor has no veto power on ordinances. The people themselves retain the veto power.

The effect of the operation of this plan of government in Des Moines is national, and even international, in its scope.

That its adoption and successful operation means a new era in American municipal government no student of the times will question.

Its negative results in the elimination of waste and corruption have been as remarkable as its positive physical results.

The scheme has proved responsive, not only to public sentiment, but to the better judgment of the community.

To Des Moines and other cities that have adopted it, it has meant greater prosperity, better opportunities, better health for its people, a better place to live and a better place to die.

Biggest of All Parades

The Indianapolis Trade Association advertised Indianapolis during the last month as this city has not been advertised before, by giving an industrial parade which attracted the largest crowd to the streets in the history of the city. About 20,000 visitors from over the state came to Indianapolis to witness the parade.

Almost every line of industry in the city was represented in the line, which required more than three hours to pass a given point. The parade was educational for the spectators, as even those citizens engaged in manufacturing enterprises learned of industries that they did not know existed in the city. Not only was the great variety of industries shown, but the extent of the jobbing and manufacturing market was demonstrated. The first prize was awarded to E. C. Atkins & Co., the second to Hibben & Hollweg and the third to Kingan & Co.

The parade was one of three night's entertainments provided by the Indianapolis Trade Association for the retail merchants of the state and adjoining states who came to attend the merchants' buyers' meet. On the second night a smoker and concert was given at the Murat Temple, and on the third night the guests attended a theater party at Murat Theater. More than 1,000 retail merchants visited the jobbing and manufacturing market during the three days.

Dr. Jameson Dead

Dr. P. H. Jameson, a pioneer physician of Indianapolis, has passed from the field of his long activity. His death came October 7, in his 86th year. But one physician antedates Dr. Jameson in Indianapolis—Dr. William H. Wishard.

Dr. Jameson's life was closely interwoven with the growth of Indianapolis. It is difficult to point to a single movement in the city's earlier days—or later, for that matter—in which Dr. Jameson was not active. One of the monuments to his career is the Indianapolis City Hospital, which came into existence through his efforts. His was a life of deeds—a life worth living.

New Retail District

(Concluded from Page 103)

Small cottages occupied the ground now used by the Taggart bakery. Mrs. Woltz had a home-made bakeshop where the Conrad cloak house now stands. The present location of Stout's shoe store was once that of J. R. Ryan's grocery. Mr. Ryan sold his stock to Schrader Brothers.

"The first hotel was the Enterprise, erected by Shover and Christian on the ground now occupied by the Marott department store. Half of the ground now occupied by the Baker apartments was once the residence of Henry Tutewiler, Sr. The Empire block was built in 1871 by Louis Shively. Little cottages once stood on the site of the Oxford, and there was a small saloon on the corner called 'The Little Elephant.'

"Dr. Gillette's brick residence is supplanted by many store rooms. Murat Temple stands on the site of the old Beaty homestead, an historic place. The Essex and the Sussex cover the old homestead of ex-Governor Wallace. On the opposite corner was a marble yard. Mr. Millikin has since erected a fine block on the same site. Several small cottages, almost hidden by large forest trees, built without foundations and before the sidewalk was settled, are now replaced by the German House."

Harry and Edward E. Stout began their shoe business twenty-five years ago in a small room which is now part of their big and attractive store on the avenue. In their early days they had no shelves in their storeroom—just shoe cases along the walls. They now own the building in which they started—with a frontage of 130 feet on the avenue, and occupy 90 feet of it. They have four other stores in other parts of the city.

G. H. Westing started in business on the avenue in 1899 with an errand boy and a shop man. His big sporting goods, bicycle and motorcycle establishment has grown through to Ohio street, and he now employs twenty-five people. He has a motorcycle garage and warehouse at 325 North Delaware street and conducts a wholesale business in bicycle and motorcycle sundries.

Among the other merchants on the avenue who are always awake to opportunity and abreast of every progressive movement are the Johnson-Woodbridge Company, paints and oils; Swiss Cleaners and Dyers; Thompson-Holliday Supply Company, bicycles and motorcycles; Miller Hardware Company; Ralston boot shop; Herbert H. Reiner, furrier; Waddell & Walterhouse, druggists; R. M. Mueller, grocer; King Piano Company; the J. D. Eastman Company, cleaners and dyers; H. O. Atchison, druggist; William Steinherz, jeweler; W. H. Burget, druggist; the Mercantile Banking Company; the Elliott Telephone and Electric Company, and Fogas Brothers, jewelers.

Go to Tucker's for Gloves

OUR GLOVES FOR
MEN, WOMEN AND CHILDREN
ARE STANDARD MAKES OF
Recognized Quality
Prices the most reasonable
We also carry Full Lines of Hosiery and Handkerchiefs

The Tucker Glove Co.
42 North Pennsylvania Street

Death of S. B. Sweet

Indianapolis lost another good citizen in the death of Samuel B. Sweet, October 12. Mr. Sweet died rather unexpectedly in his apartments in the Blacherne, although he had not been in the best of health.

For some time he had not been active in his business, but he still held the title of general agent for the Lake Erie and Western Railroad. He began his railroad career as a bill clerk and worked his way up. He was high in Masonry and was at one time president of the Columbia Club.

How City Cures Tuberculosis

(Concluded from Page 107)

as the doctors are pleased to call it, has been of the greatest assistance in the city's war against the disease.

The free clinic is at the building of the School of Medicine of Indiana University, just west of the State House. You might know it, passing that way, from the fact that the children who pass there hold their noses and run!—and then probably "swap gum!"

In charge of the examinations, etc., at the clinic at the present time are experts in the treatment of the disease as good as the wealthiest man could find in Indianapolis. They are Dr. W. T. S. Dodds, Dr. Alfred Henry, Dr. F. L. Truitt, Dr. J. W. Carmack and Dr. Eugene Buehler.

Road Builders Coming

Indianapolis is to entertain a good roads convention December 6 to 9, when those interested in this subject will come here from all parts of the country. A special effort is also to be made to interest Indiana in the convention as a means to obtain special legislation along this line at the coming session of the general assembly.

Expert Service in "Partnership" Life Insurance for firms, corporations, etc. Most liberal features, no restrictions—lowest and best!
Write for circular
Wm. A. Hungerford
203 Newton Claypool Bldg,

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
70 Majestic Building

IRON AND WIRE FENCES
CATALOG FREE HIGH GRADE FOR ALL PURPOSES
ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. **Indianapolis, Ind.**

The Leading Trust Company of Indiana
The Union Trust Company
Savings—Loans—Insurance
Real Estate—Trusts
Capital, $600,000—Profits, $600,000

The Marion Trust Company
INDIANAPOLIS
Pays Three Per Cent Interest on Savings

WHY

—Do you expose your employes to the temptation, in these days of high prices, of taking your property or your money?

—Do you not properly safeguard that which is yours?

—Do you not bond all your employes who handle stock, accounts or money in the strong

Federal Union Surety Company
Lemcke Building, Indianapolis

?

It Would Be Well Worth While

COMING EVENTS

State Florists' Association	Nov. 8-12
Y. M. C. A. "Big Meeting"	Nov. 13
American Society of Equity	Nov. 15
I. O. O. F. Grand Lodge	Nov. 17
Indiana Academy of Science	Nov. 25-26
Indiana Building Trades	Dec. 4
Indiana Fraternal Congress	Dec. 6
Good Roads Convention	Dec. 6-9
State Teachers' Association	Dec. 21-22
American Historical Association	Dec. 27-31

Men and Affairs

The Brightwood water plant has been appraised at $20,161.

Receipts at the Soldiers' and Sailors' Monument for the last quarter were $1,982.90, which exceeds any other previous quarter by $200.

The Beech Grove Traction Company expects to have its line in operation by December 1. Work on the car barns and a substation is under way.

The Society of Sons of the Revolution of the State of Indiana has elected Hiram B. Patten, of Indianapolis, president.

Governor Marshall has been re-elected president of the Boys' Club and the organization has settled down to work. One of the big events of its year is the annual play, which this year will take the form of a performance of the one-act drama, "Adelaide," at the Shubert Murat Theater, with David Bispham as Beethoven, who is the central figure in the drama. Other parts will be taken by Indianapolis players. Mr. Bispham will sing a group of Beethoven songs and give a dramatic exposition of Poe's "The Raven." The offerings of the evening will be presented under the direction of Ona B. Talbot.

Mrs. Hannah Mansur and Mrs. Mary E. Hume will erect a business building on the Ohio street property adjoining the Board of Trade and extending east to the alley. It is probable that the building will at first be five stories high, but the foundations will be built to hold a ten-story structure, with the probability that five stories will be added later.

The Shubert Murat Theater has established a motorcycle corps, and is delivering theater tickets to its patrons who order by telephone.

Louisville is greatly disappointed. Indianapolis has crept past the Kentucky city in population. Ten years ago Louisville had 35,567 more than Indianapolis. To-day Louisville has 223,928, while Indianapolis has 233,650.

George L. Markley, of Indianapolis, has been elected first vice-president of the organization of traveling salesmen representing the horseshoers' supply houses. William Brezette, of Indianapolis, was elected to the board of directors.

Who knows of an appropriate slogan for Indianapolis? The Commercial Club is looking for one, and has appointed its secretary, Robert G. McClure, to act with representatives of the Board of Trade, the Indianapolis Trade Association, the Merchants' Association and the Manufacturers' Association, the Indianapolis News, the Indianapolis Star and the Indianapolis Sun. The Commercial Club has contributed $25 toward a prize. The other gentlemen of the committee are as follows, representing the organizations in the order given above: W. H. Howard, Charles A. Bookwalter, W. E. Balch, H. H. Davie, O. R. Johnson, B. F. Lawrence, Charles Morgan and Otto Tamm, of the German Telegraph.

The Hide, Leather and Belting Company has been changed from a co-partnership to a corporation, with A. G. Snider as president.

A Cleveland man who was in Indianapolis last month has convictions, and the courage to utter them. "I wouldn't give a block of Indianapolis for a whole mile of Cleveland," he said. Cleveland papers please copy.

The Prest-O-Lite Company is planning the erection of a $16,000 office building at 229–235 East South street.

The plant and business of the Indianapolis Cold Storage Company has been taken over by

YOUR CITY IN PARAGRAPHS

The first street improvement in Indianapolis was made in 1847, when the city authorities "pulled the stumps out of Washington street" and laid a gravel roadway and sidewalks.

Indianapolis then had a population of 6,000. This improvement was ordered by the recently elected city council under the operation of a new city charter. Of the 6,000 inhabitants, about 5,500 objected to the improvement. This may be extravagant, but, anyway, litigation resulted.

In 1850 Indianapolis had its first permanently improved street. Again it was Washington street—a pavement of cobble stones being laid from Illinois to Meridian street.

From this beginning Indianapolis has gone on to bigger and better things. The city now has 500 miles of streets. In one long street they would reach to Cincinnati, thence to Louisville and back to Indianapolis.

Of the 500 miles, 166 miles are permanently improved. The city has 224 miles of sewers.

the Indiana Refrigerating Company. William J. Hogan is president of the new company. Associated with him are Bert E. Metcalf and J. S. Gano, who have been engaged in the same business in Chicago.

The building trades craft of Indiana has formed a state organization, with J. B. Etchison, of Indianapolis, as president. The association will hold its first convention in Indianapolis December 4.

F. R. Eldred, of Indianapolis, has been elected president of the Indiana section of the American Chemical Society. A. D. Thorburn was chosen secretary-treasurer.

A modern brick factory, three stories high, to cost $37,000, is replacing that of the Furnas Office and Bank Furniture Company, which was destroyed by fire.

The "Big Four" lines have inaugurated a through sleeping-car service between Indianapolis and Cleveland. This is a matter in which the Commercial Club has been interested and for which it has been working. Mr. H. R. Day writes for the company: "I now take pleasure in advising you that we have established, effective October 10, an electric-lighted drawing-room sleeper, leaving Indianapolis daily at 9 P. M., arriving at Cleveland at 6:45 the following morning. Returning, the train leaves Cleveland at 9 P. M., arriving at Indianapolis at 7:45 the following morning."

Commercial Club Members

The following have been elected to membership in the Commerial Club:

Fred J. Dailey, Murat Theater, manager.
Edmund H. Eitel, Union Trust Company, assistant secretary.
A. F. Jones, Adams Express Company.
Victor C. Kendall, L. S. Ayres & Co., secretary.
Frank E. Malott, Malott Coal and Lime Company.
Melvin O. Ryker, Royal Garment Company.
J. N. Steele, 503-4 Commercial Club, agent.
V. E. Balyard, International Text-Book Company, superintendent Indianapolis district.
Frank T. Lally, Lally Bros., tailors.
C. A. Rouse, Erie Railroad Company, commercial agent.
Joseph (Re) Stine, Lyman Bros., office manager.
C. N. Thompson, Edinburg, Ind.
P. B. Trone, Indiana Travelers' Accident Association, secretary-treasurer.

Christian F. Martens
VOICE CULTURE ARTISTIC SINGING
Studio: College of Musical Art
824 North Pennsylvania Street
Phones: New, 2113; Old, Main 2626

HUGH J. BAKER
Consulting Engineer
ARCHITECTURAL
Concrete Steel
408 Majestic Main 461

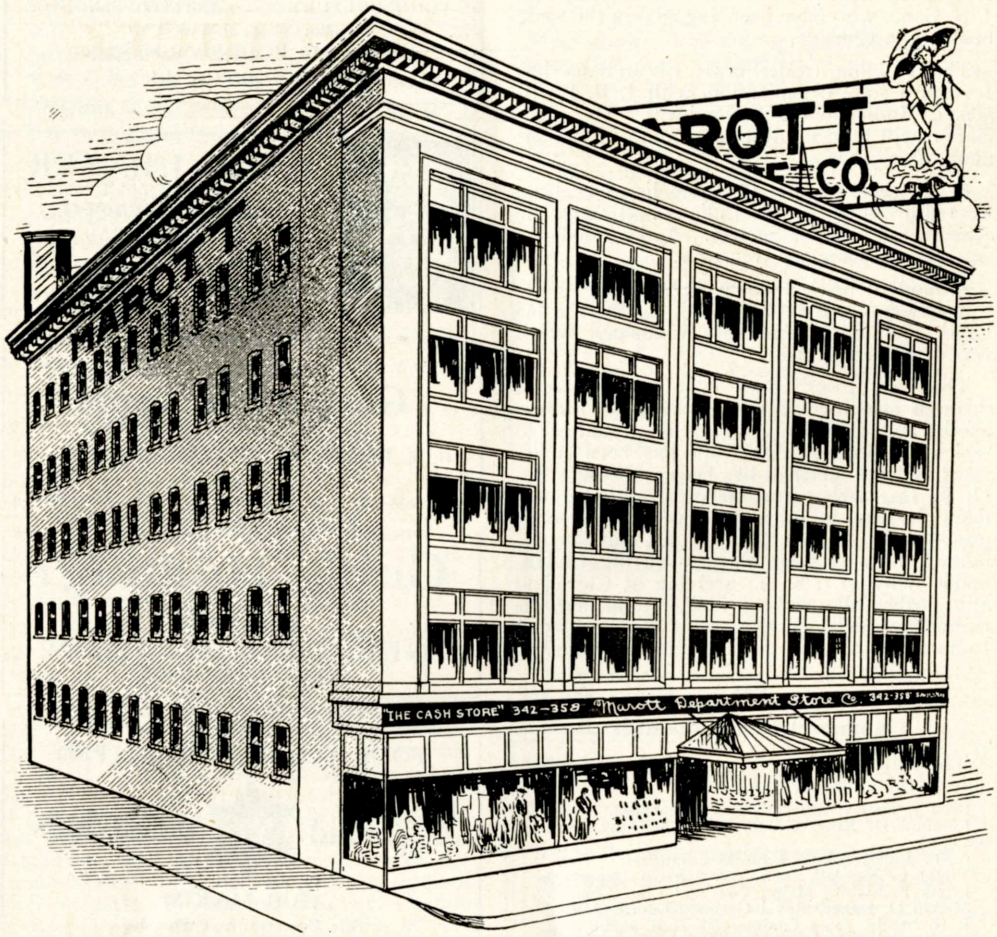
Fred A. Gregory John J. Appel
Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
INDIANAPOLIS

Going Hunting?
The Season is Here—And so is the EQUIPMENT
GUS HABICH "The Sportsman's Store"
142 East Washington Street

YOUR ACCOUNT SOLICITED
4% Paid FIDELITY TRUST COMPANY **on Savings**
OUR MAXIM
Safe, Conservative, Progressive
Fidelity Trust Co.
WM. M. FOGARTY, President
Phones 73 156-158 East Market Street

Hoosier Casualty Company
LEMCKE BLDG., INDIANAPOLIS
Accident, Health and Death Insurance
Issues the most liberal policy on the market to all classes of risks, paying for all kinds of accident, any form of sickness and death from any cause. Also special indemnities not covered by other companies. Why not patronize an Indiana Company and help to build up a company that invests all of its money in Indiana securities? Manufacturers desiring insurance for their employes should investigate our Factory Plan.
Your Patronage is Solicited

THE MAROTT DEPARTMENT STORE

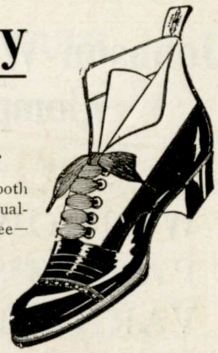


THE wonderful growth of the Marott Department Store is one of the most interesting chapters of the commercial history of Indianapolis. The store was opened in October, 1908, and the increase of its business is partially indicated by the fact that twice the number of employes are now required to serve the customers. The business policy of the Marott Department Store has been built around the slogan "The Best at the Price, No Matter What the Price."

The location of the store makes it possible for lower prices to be maintained, thus enabling the customers of the store to save thousands of dollars each year. Many innovations have been introduced, one of the latest of which is the establishment of a line of free automobile coaches to transport customers to and from the interurban and steam road stations. These coaches also stop at any point between the store and the stations for the convenience of the passengers.

Another feature of the store is the free trading stamps, which entitle the holders to a selection from a splendid line of premiums. The store contains a number of special conveniences for customers, among them a rest room for ladies and a lunchroom. For some weeks the store has been giving concerts on the balcony of the store each Saturday evening, attracting hundreds to Massachusetts Ave.

Why Pay More?



The man who demands both classy style and sterling quality in the highest degree—is not willing to sacrifice either for a slight saving in the cost of his footwear, **BUT**—a GOOD BUSINESS MAN is always ready to save a dollar or so when he sees that he is getting equal value for less money. The **"STOUT"** policy has always been to anticipate the shoe styles in this section and carry ONLY DEPENDABLE LINES. On these our prices save you from 50c. to $1.00 a pair. We can usually give you these same shoes in Factory-Damaged Lines—equal in looks and wear to the perfect shoes at a much greater saving than this—WHY PAY MORE?

Stout's Factory

SHOE STORE

316-334 Massachusetts Avenue

Steinherz

Jeweler

336 MASSACHUSETTS AVENUE

A complete line of high-grade and most up-to-date Watches and Jewelry is kept continuously, at popular prices.

Best time to select your Xmas presents. We will keep them for you.

Steinherz

Jeweler

336 MASSACHUSETTS AVENUE

Our Pianos

Are unequaled in TONE, PRICE and QUALITY and you can SAVE the dealer's profit in buying at the

King Piano Co's Factory Store

Indiana Pythian Building

Massachusetts Ave. and Pennsylvania St.

Established 1873

Oysters! Oysters! Oysters!

Pint and Quart Tins—No Water
Nothing Better—They Retain the Flavor
Come In and Let Us Show You

Geo. J. Hammel

410-412 Massachusetts Avenue

BOTH PHONES 755

HAVE YOUR WEARING APPAREL CLEANED BY THE

"Swiss Method"

WE ARE ESPECIALLY SUCCESSEUL WITH EVENING DRESSES, PARTY GOWNS AND WRAPS

Swiss Cleaners & Dyers (Inc.)

311-313 Massachusetts Ave.

TELEPHONES—MAIN 5555; NEW, 5554

Wagons Everywhere

I SAW IT IN FORWARD!

4% Paid on Time Deposits

Mercantile Banking Co.
372 Massachusetts Ave.
DOES A GENERAL BANKING BUSINESS

"ATCH" ROSE LOTION—Something Good
"ATCH" LIVER PILLS—Do Not Gripe
H. O. Atchison
DRUGGIST, 378 Massachusetts Avenue

The Elliott Telephone & Electric Co.
ELECTRICAL SUPPLIES
Electrical Contractors—Home Wiring
Old Phone Main 633 421 Massachusetts Avenue

WORTH YOUR WHILE—TO SEE
FOGAS BROS. *for* **JEWELRY**
564 Massachusetts Avenue New Phone 4328

Miller Hardware Company
(Incorporated)
BUILDERS' HARDWARE, TOOLS, CUTLERY
GLASS, PAINTS, OILS, VARNISHES
HOUSE FURNISHING GOODS, ETC.
368-370 Massachusetts Ave.
New Phone, 2914 Old, Main 5915

Johnson-Woodbridge Company

WINDOW GLASS
PAINTS, OILS
VARNISHES, ETC.

RETAIL STORE
248 Massachusetts Ave.

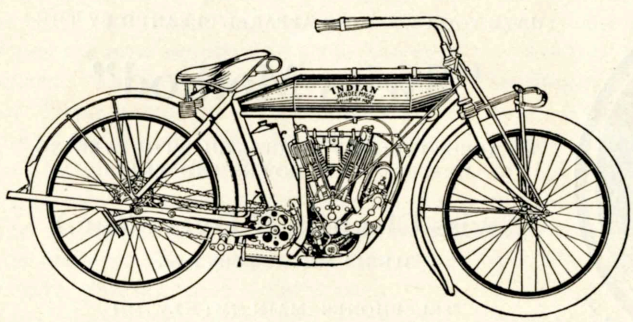
OFFICE, WAREHOUSE AND
WHOLESALE DEPARTMENT
21 N. East Street

Established 1900 New Phone 3413
Indianapolis Plating Co.

PLATING—	REPAIRING—
Gold	Cash Registers
Silver	Adding Machines
Nickel, Copper and Brass Plating	Time Recording Clocks
	And All Difficult Repairing

Brass Beds and Chandeliers Refinished

432-434 Massachusetts Avenue
Indianapolis, Indiana



G. H. Westing Co.
219 Massachusetts Avenue
THE HOME OF THE
Arrow Bicycles
AND
Indian Motorcycles
Motorcycle Annex
325 North Delaware Street

It is the man

whom madam strives to satisfy when she plans the daily repast. It is our aim to please him by pleasing her.

Besides the better class of groceries we carry many out of the ordinary imported eatables.

We take particular pains to fill the wants of our customers satisfactorily.

We solicit your patronage.

R. M. Mueller

Delaware and New York Streets. Main 575. New 575

Jno. Thompson Jno. G. Holliday

Thompson - Holliday Supply Co.

Established 1900

Highest Grade Motorcycles, Bicycles and Tires. Wholesale and Retail. Expert Repairing

444 Massachusetts Ave. Phone Main 3517

HERBERT H. REINER

Importer and Manufacturer of

High-Grade Furs

436 MASSACHUSETTS AVENUE

New Phone 570

YOUR Overcoat and Winter Suit, new Collar and Sleeve Lining, thoroughly cleaned and shaped up to look like new.

SEND THEM IN

The J. D. Eastman Co.

Incorporated

Superior Cleaners & Dyers

INDIANAPOLIS

225 Massachusetts Avenue 812 Dorman Street

Phones: New 2522; Main 4715

Get a Pound Box of

Fine Cold Cream 50c

WADDELL & WALTERHOUSE

Massachusetts Avenue and Delaware Street

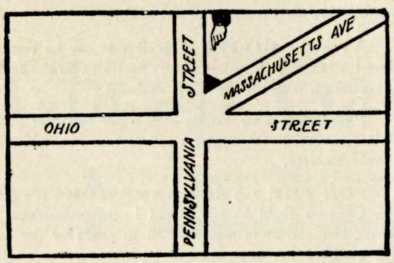
Both Phones 888

Wegman Pianos

Improved Tuning Pin Block. High Grade. Call and SEE THEM

CARLIN & LENNOX

5 to 9 East Market Street



ALWAYS THE NEW THINGS AT THE

RALSTON BOOT SHOP

W. H. BURGET

Druggist

Intelligent Attention to Prescriptions

371 Massachusetts Avenue

Old Phone, Main 6073; New, 1281

HARRY ISGRIG ARLEY F. KNOLL

Isgrig Coal and Ice Company

Genuine Pocahontas

MAIN YARD, CORNELL AVENUE AND TWENTY-SEVENTH STREET

Both Telephones

Your Rent Receipts for Ten Years are the Price of a Home

We will build you a house of your own design and you pay for it on monthly installments like rent.

E. E. SHELTON

Old—North 1866 New—Clifton 151

2817 Clifton Street

IF YOU WANT COAL

MERELY CALL

New Phone 585
or Woodruff 350

The Wales Coal & Lime Company

G. R. WALES, President

THE PLAY'S THE THING BUT—

After the Play a woman's fancy lightly turns to thoughts of food.

An unsurpassed menu—prompt service—pleasing surroundings—and the evening is complete.

These things may be found at the Hiawatha Cafe in the Hotel Kingston AFTER the theater, BEFORE, or at any other time.

There's a table waiting

Mrs. A. J. Tron 35 Monument Place

6%

NEW YORK CENTRAL REALTY BONDS

There Is No Better Security Than That Afforded By New York Real Estate

NEW YORK CENTRAL REALTY BONDS are issued for the purpose of securing funds for the purchase and improvement of New York Realty, and guarantee 6 per cent. to the investor.

They are

An Ideal Investment — Because

SAFETY—Our Bonds are secured by the assets of the New York Central Realty Company, composed wholly of realty adjacent to and within the limits of New York City. As this realty was purchased in acreage and is being constantly developed by us, it constitutes a steadily growing security of the highest order.

AVAILABILITY—Our Bonds can be surrendered for cash at any time before maturity for the entire investment, with interest.

PROFIT—Our Bonds earn 6 per cent. for every dollar invested—the highest interest compatible with absolute safety.

FOR THE LARGE INVESTOR—We offer the Coupon Gold Bond, issued in denominations of $1000, $500 and $100; maturing in 10 years for the face value with 6 per cent. interest payable semi-annually; and with privilege of surrender at any time before maturity, for its face value with interest.

FOR THE SMALL INVESTOR—The Accumulative Bond, compelling the saving of small sums. Purchasable in ten yearly payments and maturing in either 10 or 15 years with a cash surrender value always in excess of all payments.

Our literature will interest you. Let us know which form of Bond fits your finances and we will tell you more about it.

New York Central Realty Co.

1328 Broadway, New York City

Indiana Office, 917 State Life Building

(Surplus and Undivided Profits $1,350,000)

We want agencies in every city and offer a liberal proposition to men of character. Write for particulars.

TELEPOST?

The Independent Telegraph Co.

What Does It Do ?

Gives 25 words for 25 cents, delivered by messenger; also 50 words for 25 cents, transmitted over the wire and delivered by letter carrier, all punctuation marks free; five figures in a group counts one word.

Where Does It Go ?

Chicago, St. Louis, Kansas City, Omaha, Louisville, Indianapolis, Springfield, Ill., Sedalia, Mo., and Terre Haute, Ind.

Call Main 6906 and New 3219

For other information

The Telepost Company

No. 11 West Market Street

F. B. BRADLEY, Manager

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.

Washington, D.C.

References

Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

Cheap Gas Makes Good

¶ The Citizens Gas Company has made good.

¶ It has supplied a superior quality of illuminating and fuel gas at 60 cents a thousand cubic feet.

¶ It has extended its mains into parts of the city that could not otherwise have enjoyed this modern convenience.

¶ It has kept every promise it made to the public when it was organized by the people and for the people.

¶ It has been financially successful, and each month shows a consistent gain.

¶ The Citizens Gas Company has made good, and it invites the continued approval of the public.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Sewell-Clapp Envelopes

Established 1875

A complete line of High Grade Goods, in first hands. Save time, trouble and money by buying the goods made especially to please large consumers of envelopes.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

717 Terminal Building—Phone Main 220

Lambert Coal and Coke Company

Black Van Lump over four-inch screen, $4.00

Does Your Furnace Smoke? If So, Try

C. C. and B. Pocahontas

Both Phones

EVEN IF YOUR PRINTING IS OF THE VERY BEST QUALITY IT IS NO BETTER THAN YOU OUGHT TO USE—YOUR PRINTING WILL BE OF THE VERY BEST QUALITY—

IF IT IS DONE BY

The Bramwood Press

THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

Catalog Printing is Our Specialty

Telephones, New 3951, Old Main 2484

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

EXTRA ## THE INDIANAPOLIS STAR

THURSDAY, NOVEMBER 10, 1910

RETURNS NOT ALL IN YET

Public Still Has Something to Look Forward to

The returns are not all in from the great events of the world. Every day produces news more important than the election. Bring yourself up-to-date each morning by reading of the events of the previous twenty-four hours in The Star.

I SAW IT IN FORWARD!

Service, Reliability &

G&J TIRES

Go Hand in Hand

G&J TIRE CO.
Indianapolis

The *Overland*

Commercial Car

Is the Most Powerful Overland
Car Built

DAY OR NIGHT—RAIN OR SHINE

You can see this one-ton truck working for various firms and helping making "no mean city" go "Forward." Price $1500.

The News distributes papers with this truck now.

The Willys-Overland Co., Indianapolis

IF YOU CAN BUY IT IN INDIANAPOLIS YOU CAN BUY IT ON

Massachusetts Avenue

THE NEW RETAIL BUSINESS DISTRICT

The Leading Merchants of the Avenue are Members of the Massachusetts Avenue Merchants' Association, as follows:

Marott Department Store
Dry Goods, Etc., 342-358 Massachusetts Ave.

The G. H. Westing Co.
Sporting Goods, Bicycles, 219-221 Massachusetts Ave

Swiss Cleaning and Dyeing Co.
Cleaners and Dyers, 311-313 Mass. Ave.

Miller Hardware Co.
Hardware, 368-370 Massachusetts Ave.

J. D. Eastman Co.
Cleaners and Dyers, 225 Massachusetts Ave.

Wm. H. Burget
Drugs, 371 Massachusetts Ave.

Herbert H. Reiner
Furs, 346 Massachusetts Ave.

Waddell & Walterhouse
Drugs, Massachusetts Ave. and Delaware St.

Buick Motor Car Co.
Automobiles, 130 East New York St.

Factory Hat Store
Hat Manufacturers, Massachusetts Ave.

Leonard Geiger
Candy, 245 Massachusetts Ave.

R. W. Magee & Co.
Artificial Limbs, 425 Massachusetts Ave.

W. Frankfort
Clothing, 403 Massachusetts Ave.

Bertermann Bros.
Flowers, 241 Massachusetts Ave

Indiana Auto Co.
Automobiles, 323 Massachusetts Ave.

Taggart Baking Co.
Bread, Etc., 233 Massachusetts Ave

Stout's Factory Shoe Store
Shoes, 318-330 Massachusetts Ave.

Johnson-Woodbridge Co.
Paints, Glass, Oils, 248 Massachusetts Ave.

George J. Hammel
Groceries, 410 Massachusetts Ave.

Ralston Boot Shop
Shoes, 214 Massachusetts Ave.

R. M. Mueller
Groceries, Delaware and Massachusetts Ave.

Thompson-Holliday Supply Co.
Bicycles and Motorcycles, 444 Massachusetts Ave.

H. O. Atchison
Drugs, 378 Massachusetts Ave.

Indianapolis Creamery Co.
Milk and Ice Cream, 315 North Delaware St.

Gibson Auto Co.
Automobiles, 238 Massachusetts Ave.

C. B. Dyer
Jeweler, 234 Massachusetts Ave.

A. Van Treese
Wall Paper, 431 Massachusetts Ave.

Lou Cottingham
Milliner, 405 Massachusetts Ave.

O. J. Conrad
Clothing, 300 Massachusetts Ave.

Johnson & Hassler
Undertakers, 357 Massachusetts Ave.

R. C. Bennett
Clothing, 251 Massachusetts Ave.

Geo. C. Detch Co.
Bicycles, 229 Massachusetts Ave.

Do Your Shopping on Massachusetts Avenue

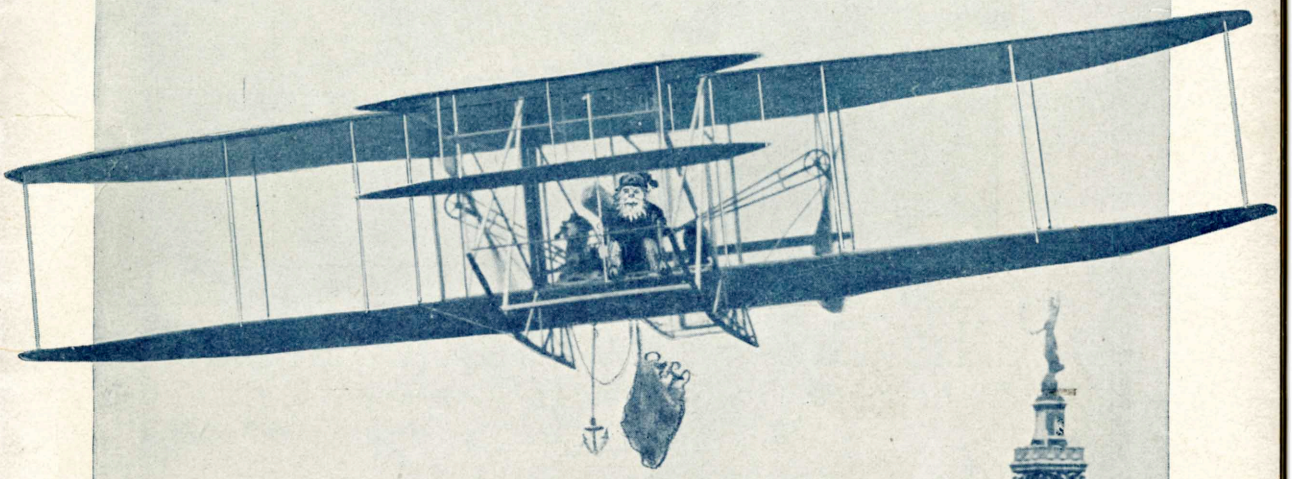
VOLUME III DECEMBER 1910 NUMBER 5

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

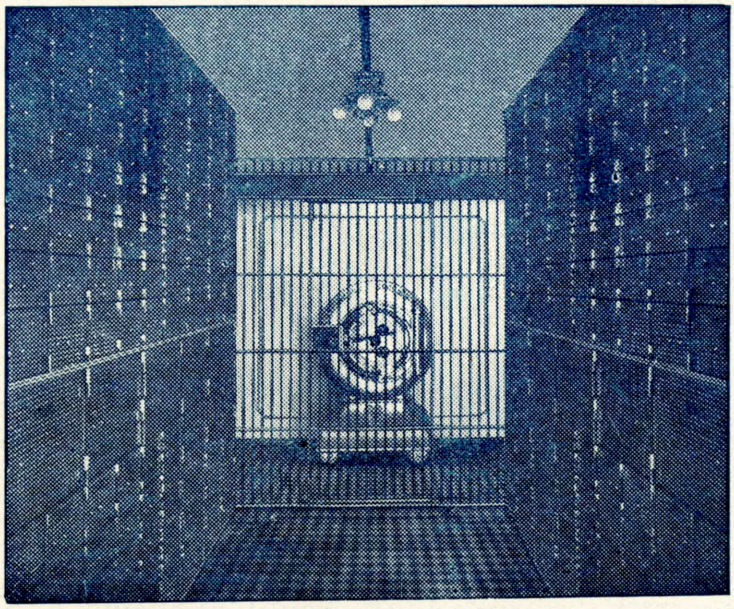
INDIANA STATE LIBRARY

Santa Claus Awing



PUBLISHED BY THE
COMMERCIAL CLUB OF INDIANAPOLIS

I
306
F745
v.3
45



Interior of Our Safe Deposit Vault

The Convenient Location

Of this bank to the business district has made its

Safe Deposit Department

A splendid success. We have just doubled our capacity in double-key system boxes and have a number of commodious, well located boxes for

$2.00 Two Dollars a Year $2.00

J. F. Wild & Co.—A State Bank

123-5 East Market Street

The Gentleman From Indianapolis

Who, spurred by an unkind Fate and the Exigencies of Business, is now a resident of some other city, can be made happy Christmas Day by your announcement that you have subscribed for FORWARD! in his name and that he'll get it regularly each month hereafter.

A Big Year For a Little Dollar

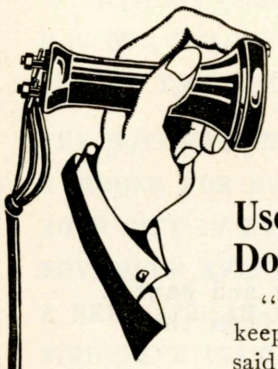
Know As You Go

We have a very simple system—just a single sheet—that will cut down your bookkeeping expenses, and at the same time give you an exact statement regarding every department of your business at the close of every day. It is the system we use. The particulars cost nothing. And it is not expensive to install. For your business' sake, answer this question to yourself: Would it pay to know the details every night? Our sheet is made to fit your answer and to fit your business—be it large or small. Send for sample sheet and prices.

The Rough Notes Company

Loose Leaf Systems : High Grade Printing

220-222 East Ohio Street **Main 6776; New 1862**



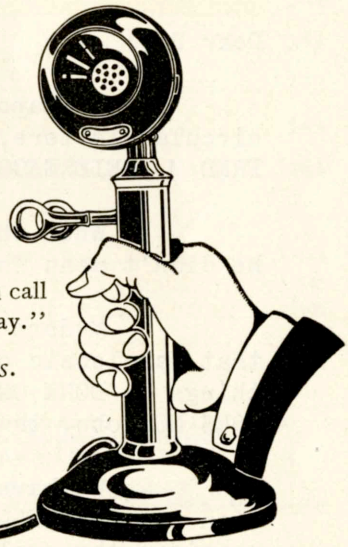
Is This Mr. Property Owner?

This is the BELL TELEPHONE COMPANY TALKING

Good morning! Let us read you this from the Indianapolis Star of November 20, 1910:

Use of Telephone Cuts Down City's Fire Loss

"I believe the telephones are keeping down the loss by fire," said Frank M. Sloan, Gamewell operator at the fire headquarters. "When an alarm has to be turned in through a box it necessarily requires time to reach the box. But now so many people have telephones that they can call the department in that manner with very little delay."



Now 22,895 Bell Telephones in Indianapolis. Nearly one for every ten people.

Central Union Telephone Company
Contract Department, Main 4800

M. A. LASKEY C. G. LASKEY

Laskey Bros.

DEALERS

Stocks, Bonds and Other Securities

ESTABLISHED 1900

202 State Life Building

PHONE, OLD, MAIN 1334 PHONE, NEW 1515

FRED M. MEIERE COMPANY
PRINTERS
INDIANAPOLIS

Mr. R. U. Listening,
Here-at-Home.

Dear Sir:

If Napoleon were alive today and wanted circular letters, he would order them from the FRED M. MEIERE COMPANY.

When the Man of Destiny said Tuesday, he didn't mean Thursday.

Modern commercial generals still have that Napoleonic characteristic of demanding that things be DONE ON TIME--and the average printer DOES NOT obey that command.

We have the equipment, the organization and the WILL to deliver goods when we promise--the quality goes without saying.

That is why many good business men pay us a little more.

Our promise would have been accepted by Napoleon without question.

FMM/G FRED M. MEIERE COMPANY.

FORWARD!

The Magazine for Indianapolis

Vol. III DECEMBER, 1910 No. 5

Table of Contents

A BIRTHDAY (Editorial) 132

HAS OUR CHARTER FAILED? ..... By Hiram Brown 133

MEN OF THE MONTH 136
Drawings by C. B. Jackson

THE DUPLICATION OF DOLLARS 138

A 'PHONE FOR EVERY TEN 141

YOUR CITY IN PARAGRAPHS 141

NOVEMBER EVENTS IN INDIANAPOLIS 142

A NEED AND AN IDEA 143

BIRD'S-EYE VIEW OF PROPOSED STATE PLAZA 144

DEPARTMENTS:

Coming Events 148

The Flower Mission 148

Bigger Work Ahead 149

Men and Affairs 150

Membership Campaign 152

FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Winfield Miller, Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates furnished upon application. Address FORWARD! 526 Board of Trade Bld'g, Indianapolis
This magazine is printed by the Hollenbeck Press

More Than Sentiment

¶ "Made in Indianapolis"—there is more than mere sentiment in it for YOU!

¶ When you buy "Made-in-Indianapolis" goods, you help Indianapolis, of course!

¶ But more! Our goods are guaranteed and we are here to make the guarantee good!

¶ The best bed and bed spring insurance you could ask is a habit of saying to your furniture dealer you want "Laycock-Indianapolis Products." The line ranges all the way from the lowest in price to the best made. It will *pay* you to *insist*.

The T. B. LAYCOCK MFG. CO., Indianapolis, USA

I SAW IT IN FORWARD!

A Birthday

MERRY Christmas to you and yours!

That's the second time we've said that to you, and it sounds better every time.

This is a "proud and happy" day for FORWARD! and we may as well admit it right at the start. This is FORWARD's birthday. A year old today. It's a fact.

Twelve months ago FORWARD! came to you and 9,999 others as a Christmas gift from the Commercial Club. And it's been coming regularly every month since. Twelve months ago we not only said "Merry Christmas," but also "Howdy-do."

It's been a good twelve months, with a splendid record of achievement for Indianapolis. The city has progressed, and its citizens have progressed—the latter the cause and the former the effect. In this progress FORWARD! is glad to have taken part.

The year that is done—is done. Its effects and its works only are lasting, and of them we may be proud. But the business of the moment is a roaring "welcome" to the infant "Nineteen-Eleven" who stands just across the threshold of December. And, just between you and me, if you don't get a move on, FORWARD! will be there first to take the youngster by the hand and pull him in.

Let's take that youngster, and, with the experience we've had with his older brothers, "Nineteen-Ten," "Nineteen-Nine," and the rest of the Nineteen family, make him the best of the lot.

What FORWARD! can do, will be done. Be assured of that. Also that FORWARD! will be on the job every day, every week and every month, putting in its best licks where they will do the most good.

A whole year old! Heigh-ho! My, but we're getting on! And hasn't it been a great year? Well, rather. We've lived it, every day of it, with good people, and we've enjoyed them. You have? Well, we're mighty glad you like it—and everybody's happy.

Merry Christmas to you and yours.

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, Editor MERLE SIDENER, Manager

VOLUME III DECEMBER 1910 NUMBER 5

HAS OUR CHARTER FAILED?

BEING THE "OTHER SIDE" OF THE COMMISSION PLAN OF GOVERNMENT, WITH SOME ARGUMENT TO BACK IT

BY

HIRAM BROWN

[EDITOR'S NOTE—*Mr. Brown's study of the questions growing out of the commission form of government has convinced him that it has many weaknesses and some perils. His personal views are here presented, the Commercial Club, which has been studying the question, having yet come to no conclusion.*]

IN the face of the present discussion of the commission plan of government, it may not be out of place to remember that there are two sides to every story, and that the commission plan may not be the universal panacea for all the municipal ills that its advocates believe.

Undoubtedly this plan of government served its immediate purpose in Galveston, Texas, where it was born. An emergency existed and had to be met. The city was in the midst of the suffering and devastation occasioned by the Galveston flood, and radical measures were necessary. The result was the commission plan of government—a plan born to fit the needs of a crisis. It answered the purpose. Let us grant that. But the question for the people of Indianapolis to consider is one peculiar to Indianapolis alone. What was good for Galveston in its hour of peril and stress may not be best adapted to the present needs of Indianapolis. What may be good for Des Moines, Iowa, which seems to have got firmly planted in the commission spotlight, may not be good for Indianapolis. And that is the question we must answer. Is the commission form of government a good thing for Indianapolis? Does Indianapolis need it? Has a crisis arisen in our affairs that calls for this radical measure? In my opinion, it has not.

"The king is dead—long live the king!" has no place in America—but it has a counterpart. "Off with the old and on with the new," is the American way of putting it. And we are just a little bit inclined to be dazzled by the "new," and rush headlong into something we know not of. Before we are "on with the new" —the commission plan of government in this case—we must admit that the "old" has outlived its usefulness. I, for one, am not ready to admit that. The city charter under which Indianapolis now exists and transacts its business, has been a great instrument in the upbuilding of the city. Until quite recently—when the commission form of government began to be considered—our city charter seemed to be highly regarded and was considered a

model. Then, for some unknown reason, it apparently became out of date, and we are informed something new should supplant it right away.

MEN—NOT SYSTEM

It is my firm belief that the charter is just as satisfactory as it ever was. I believe our system of government is good—and likewise that good government springs from good men and not from a certain system. I want Indianapolis to have the best and to go ahead. Consequently I am not in favor of the commission plan of government, for I believe that to adopt it here would be a step backward. This plan undoubtedly has its weaknesses and its dangers, and I would regret to see them fastened upon our city.

Among the arguments in behalf of the commission form of government, two seem to be dominant. These are the "recall" and the elimination of party politics in the election of the five men to whom is entrusted the whole destiny of a municipality. These five men, one of whom is mayor and president of the commission, transact all of the city's business, and they are elected by the whole people, without regard to ward lines or political parties. The other four, with the mayor, constitute the commission, and they apportion among themselves, after their election, the five administrative departments of city affairs, namely: public affairs, accounts and finance, public safety, streets and public improvements, and parks and public property. The mayor is, by virtue of his office, head of the department of public affairs, which is superior to the others.

Now, if this mayor doesn't suit the people, he can be ousted if 10 per cent of them will petition for an election and enlist enough support to defeat him when the election is held. The same is true of any other member of the commission. It makes no difference whether the people's dissatisfaction is well founded or not, 10 per cent of the voters can make the official march to the front and force the community through all the trials, hardships and financial responsibilities of another election. It may be that the mayor is trying to carry out a fixed policy for the real good of the people—a policy which, in its early stages, may be not appreciated, and distasteful. Under the commission plan, with its recall, this official has no chance to escape another fight for his place, and he has no assurance that he will not be defeated.

Such a plan is dangerous. It would prevent good men from becoming candidates. They would not desire the office under such conditions.

The Des Moines plan, as I am informed, provides that one of these "recall" elections may be held at any time 10 per cent of the voters petition for it. Others who are now advocating the adoption of this plan do not go so far, however. They agree that there should be a limit to the "recall"—that is, that there could not be more than one election for each year.

Not very long ago the Indiana legislature permitted a change in our charter so that our mayors would serve for four years instead of two, as formerly. It was charged we were having too many elections, and instead of having one every two years the law was changed, permitting us to have one every four instead. Now comes the commission plan of government, with a prospective election each year. Is this what the people want?

THE TWO-YEAR TERM

As a matter of fact, the "recall" feature of the commission plan of government has little advantage—insofar as it gives the people a direct hold on the official—over the two-year tenure of office which recently obtained in Indianapolis. This two-year term gave the mayor an opportunity to "make good" and to demonstrate what was in him. If he failed the people could deny him endorsement and elect some one else in his stead. This plan, also, eliminated the uncertainty of official life under the "recall" system.

Another doubtful feature of the "recall" is that, should an election be de-

manded by petition upon just cause, and the jeopardized official be triumphant, the people would likely lose faith in its efficiency and refuse to depend upon it when its use might be really justified.

With the non-partisan feature of the commission plan I have no sympathy. The county, state and national governments are all managed on a partisan basis. What reason is there to depart from this in city government? If a partisan basis is satisfactory for county, state and nation, why not for the city?

There are many reasons, in my opinion, why a partisan basis is far better in city affairs. In the first place, organization is essential in politics—or in any race or competition for office. If a candidate has no party organization upon which to rest, he must form his own. Another thing: a party is responsible for its officials, and these officials are responsible to their party. It tends to hold them in line, and it gives the people something definite and tangible to strike at when they are dissatisfied.

It is a fact that the competition between the two great parties goes far to insure the purity of the ballot. Each is on the alert to see that the other is playing fair. Neither will let a man cast an illegal ballot if they know it.

BASIS OF ORGANIZATION

Each of the two political parties has a great organization, built up of men who are serving in official capacities at elections for various reasons. We have the precinct committeemen, the pollbook holders and the challengers. Some of them are serving because they believe it their duty to participate. Others are spurred by hope of political preferment. From what source would come these necessary officials in a non-partisan election?

Make no mistake, it is just as necessary to have an organization—or a machine—as it is to have an office to run for. Under our present plan, a candidate has the advantage and support of a party organization. The men who man the polls and look after the organization work turn to the party for their reward. Under the non-partisan plan those who served selfishly would look to the non-partisan candidate. They could not look elsewhere. How could he avoid pawning his political future for this support? He would be helpless running alone and facing an electorate of 50,000.

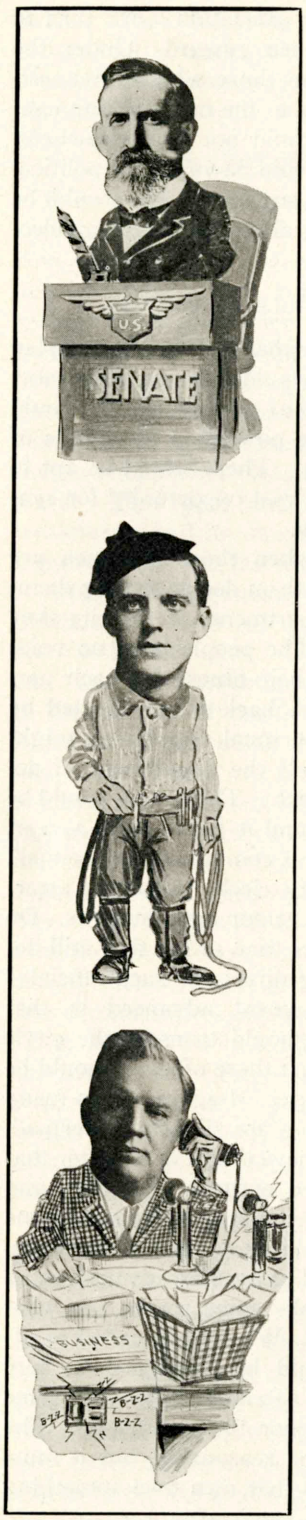
FEARS RULE OF CLIQUES

It seems to me that the commission plan of government would mean an autocratic, centralized form of government. It would be putting large powers in the hands of a very few men. There would be apt to be cliques and a vast opportunity for syndicate legislation.

Remember, when these five men are elected, four of them decide among themselves what departments of the city they shall govern. The people have no voice in judging of their fitness for each particular office. A hack-driver, elected by reason of his personal popularity, might take unto himself the department of accounts and finance. The people would be compelled to stand it for at least a year. And, further, this commission, or council, appoints the city clerk, treasurer, attorney and makes minor appointments. Do the people prefer that, or are they still desirous of voting direct for such officials?

Another argument advanced is that fewer officials should transact the city's business, and that these officials should be paid larger salaries. I agree that in many cases our mayors are slightly underpaid, but I do not believe that it is a matter that can be reckoned entirely in dollars and cents. A man who spends his life in one community and lives under the protection of its laws, and enjoys its advantages, is expected to make some return for what he has received. When he is called to office there should be awakened in him some sense of patriotic duty—and some sense of the honor thus conferred. The salary should be reasonable, but it must be remembered that men owe something

Continued on Page 148.



MEN OF THE MONTH

"It's a long lane that has no turn"—and who knows it better now than John Worth Kern? Responding to his party's call he has walked many weary miles in the long lane with never even a cross-road's sign to put eagerness and hope into his footsteps. But, it's different now. The road has turned and it stretches due east—toward Washington, where a comfortable seat awaits him in the senate chamber of the U. S. A. Senator Kern! His friends rejoice in the honor that has come to him and the soon-to-be junior senator from Indiana accepts their congratulations modestly and with becoming fortitude. FORWARD! joins in the congratulations and extends best wishes to a former president of the Commercial Club.

When your Bell 'phone is working good—when the exchange girl says "Number, please," so sweetly that you fall to speculating on the color of her eyes and hair—just blame Horace F. Hill, Jr. He's the new manager of the Bell company's local exchange, and he's responsible. He's in charge of the commercial affairs of the exchange, including the extension of business, collections, etc., this position having been given him November 1. Of course, he doesn't go out climbing poles, as the photograph might indicate. The artist had orders to make a telephone man of him, and having used several desk 'phones in another effort, he did the next best thing. Mr. Hill's wire is never "in trouble" or "busy" if you want him.

Look down the list of newly-elected officers at any meeting of the Odd Fellows of Indiana and the chances are that you will find the name of W. H. Leedy. Mr. Leedy has just been re-elected grand secretary of the grand lodge, I. O. O. F., but the job that will keep him humping is another new one—that of chairman of the committee on arrangements for the entertainment of the Sovereign Grand Lodge in 1911. This will be the largest and most pretentious lodge affair of years in Indianapolis. It will take good judgment, a cool head and some patience to perfect the arrangements. Odd Fellows by the thousand are coming from all parts of the United States—and they are expecting a big time. Leave it to Leedy.

MEN OF THE MONTH

"Who draws a bead on yon young quail shall pay a fine and go to jail!" That's the way Sterling R. Holt feels about it. As president of the Farmers' Fish and Game Protective Association he is heading a movement to put through the next legislature a bill prohibiting the killing of quail for the next five years. The members of the association are representative landowners and they have many other projects under way. Their big plan, however, has to do with the protection of "Bob White." The association has now 1,400 members and is reaching out for more. The quail of Indiana are in thorough sympathy with the movement and are looking confidently to Mr. Holt to give them a few seasons of security.

On the 14th of last November the members of the Commercial Club decided to permit the conferring of honorary membership in the club upon some citizen of Indianapolis who had performed some signal service for his city. Only one citizen may be elected to such membership in any one year. Thus it is an additional honor that the club's board of directors promptly awarded an honorary membership to William Watson Woollen. Mr. Woollen has for years been a representative and distinguished citizen of Indianapolis. His love of nature—for the birds and the flowers—finds material expression in the ground known as Buzzard's Roost, which recently he presented to the city of Indianapolis.

If you are expecting to see a man of middle-age, spectacled and grim, when you call upon Dr. M. E. Clark, president of the Indiana Osteopathic Association, you'll be disappointed. Dr. Clark is past middle-age in point of experience—he was a member of the faculty at Kirksville, Mo., for eight years—but otherwise he's "all to the young." He's a husky young man with a decided hint of the athlete. It would be a safe bet that appearances are not deceitful and that behind the hint Dr. Clark has the goods. There is every indication that the patient gets his money's worth of osteopathy when he knocks at Dr. Clark's door. Whether that robust air is the "cause or the effect" of his profession makes little difference. It's there.

THE DUPLICATION OF DOLLARS

AND EFFORT, TOO—HOW BOTH ARE ELIMINATED IN CHARITABLE WORK BY THE MAGIC OF FEDERATION

THERE has not for a long time been a more important movement in relation to the charities of Indianapolis than that which has recently been undertaken by the committee on benevolent associations of the Commercial Club toward the federation of the Indianapolis charities having dealings with the needs of children.

The importance of the movement has to do both with the poor of Indianapolis and with the giving public. The movement also looks further than the mere federation of the charities dealing with children—it looks on to the federation of all the charities of the city, and it is with this larger scope in view that the preliminary steps are now being taken by those who have been hopeful of the federation of the children's charities.

Many Indianapolis people, perfectly sincere and honest in their opinion, have said, "It can not be done." Some of those who have held this view have confused in their minds the distinction between consolidation and federation. Others have viewed the proposal with doubt for other reasons. And all the while the Jewish people of Indianapolis, in the remarkably successful maintenance of the Jewish Federation of Indianapolis, have shown that federation can be accomplished, is good, and that it can be as successful right here in Indianapolis as it is in Chicago, New York or any other city. The Jewish Federation of Indianapolis is a living testimonial to many of the good things which federation can accomplish.

A LONG CHERISHED HOPE

Several meetings have been held by representatives of the charities having more or less to do with children and their needs. While the movement has been on foot in a quiet way for some time, and while federation has long been a cherished hope of many Indianapolis people interested in the betterment of the poorer classes, the movement in Indianapolis really had its inception, so far as the public knew, when Hastings H. Hart, of the child help department of the Russell Sage Foundation of New York, came to Indianapolis to address the Indiana Children's Home Society, a home-finding organization, on the advantages of federation, his belief being that the first step toward a general federation should be the merging of the work of the Children's Aid Association of Indianapolis and the Indiana Children's Home Society.

ECONOMY BIG ARGUMENT

So far as the home society was concerned, the efforts of Mr. Hart failed, at least for the present. This society elected John L. Peetz as superintendent at $1,800 a year salary, and the work will be continued, at least through another year, by this society as a separate organization.

Following this apparent failure, there have been conferences of the organizations dealing with children in Indianapolis, however, and federation seems ultimately possible, though many details are still to be worked out.

The advantages of federation are so many that even persons who are not more than passingly familiar with the subject can readily name at least a part of them.

One of the greatest is economy. Comparatively speaking, a dollar can be made to work overtime where charities are federated, for federation means the doing away almost entirely of the duplication of effort in various directions. For example, when a case of distress is discovered, it may be reported to two or three or half a dozen societies. This takes the time of that many office forces. The time of investigators from each society is required to make the necessary preliminary in-

quiries. When final plans for the solution of the problem presented are made, it is not unusual that two or three organizations are working at cross purposes before each finds what the other is trying to do. And all the while the giving public pays the freight. In the parlance of the street, the public "is the goat."

Again there is duplication in appeals for financial assistance for the organizations, and again the public pays the bill.

DISCRIMINATIONS DISAPPEAR

A business man may be solicited a dozen times a year by a dozen enthusiasts with a dozen different movements which need support. It takes time and money and postage and printing and what-not to collect funds. It is much as if the city had one treasurer to collect taxes on furniture, another to gather in the taxes on horses, a third to assess automobiles, a fourth to look after real estate, and a fifth to see that all the pianos were properly listed!

Another great disadvantage of the present plan is that it often falls upon the expert social worker at the head of a charity movement to give his attention to the collection of funds for his own salary and for the other expenses of the organization. This takes his time, which should be spent with the making and the execution of plans for relief. And the public pays the bills. Surely no man wrapped up in the work of such an institution can do his best work if a large part of his time and energies are consumed with plans and efforts to keep the organization going.

Some charities "appeal" better than others. That is, the public is ready and willing to support liberally some of the charities because they are more appealing than some of the others, even when the others are often really of as much or more benefit than those which are more in public favor.

An example of this was the cause of the recent action of the directors of the Children's Aid Association in trying to make a plan for the special maintenance of the child protection department and the free employment bureau of the association. While these departments are of the greatest importance, they have been much more difficult to maintain than the pure milk commission and other departments of the association, which are really no more worthy.

Such discriminations as these on the part of the public will disappear when federation exists in Indianapolis.

Also, as to the collection of funds, there may be mentioned the man who never gives, but when approached waves his hand and says in a loud voice, so that all the stenographers can hear him, "Why, I've given and given! I've given to every other organization I know of. I simply can't afford to give any more!" This gentleman could not say that to the finance committee of a federated charities movement. The finance committee would immediately want to know where he had given and when—whether to the Organization for the Preservation of the Queue of Hong Kong or to the Society for the Extermination of the Rabbit of Australia, but certainly *not* to the Federated Charities of Indianapolis!

There is the honest giver, also, who does get tired. He gives and gives, and he thinks he gives a good deal more than he does. He would give more if he did all his giving at once.

ENDS FADS, TOO

Enter the man with the fad. He reads of some great movement that has been started in New York or Chicago. He immediately concludes, without any first-hand information as to conditions in Indianapolis, that Indianapolis is in the greatest need of a local organization with the same purposes. He proceeds to start such a movement instanter. He interests others. The first thing the public knows, it is giving to a movement which is not needed here at all. With federation the man who hears of something that he believes Indianapolis should have could go to the head of the federated charities and

present his whim. If Indianapolis needed the department and was not actually doing the very work he might outline, then Indianapolis would have it at smaller additional expense, and in a more scientific way, than Indianapolis has been getting much of its charity, sincere and honest though the managers have been.

The difficulties?

They are few, and, to the man on the outside looking in, they are small. But, as a matter of fact, they are large, for while the poor would profit and the giving public would sigh in relief, once federation were accomplished here, the idea has its greatest opposition as a rule—and this refers particularly to other cities because there has not yet been much development of it here—from the officers of the organizations themselves. The paid officers sometimes make resistance, but they are usually more reasonable and really more deeply interested in the welfare of those whom the organization has helped than the unpaid officers. These honorary officers are usually proud of their connection with the movement. They fear federation would bring oblivion. The officers and workers in the individual organizations have spent years building them. They have seen the work grow and enlarge. They have come to love their organizations, working long hours for them and cherishing them as a father cherishes his child. To pass them over to others, whether completely or in only a measured degree, is a little more than they will "come to" readily.

DO NOT LOSE IDENTITY

Some of the difficulties which have presented themselves in other cities confronted the Jewish Federation of Indianapolis when it was first proposed. This was one of the reasons why the separate organizations which went to the formation of this very successful movement maintained their individual identity, electing officers, etc., but not collecting money and not spending it except in such sums as are appropriated by the federation board, in which each society has representation.

The Jewish federation looks after all the collections of funds. If a man isn't giving enough, an effort is made to get him to increase his donations. He begins after a time to consider his annual donation as part of a year's expense at the beginning of the year, just as he counts the wages of his stenographers or clerks. The donation is as sure as taxes!

WHERE FEDERATION SUCCEEDED

Like taxes, too, the money is spent. The appropriations for the several branches of the work of the federation are made much as the appropriations are made for the departments of a city government.

The business of the federation is done from the headquarters of the movement at 841 South Meridian street, and is under the direction of Superintendent Samuel B. Kaufman, an expert, and there is no more duplication in the work of relief and assistance than there is in the collection of funds. The superintendent is given all his time for the good works of the movement and spends none of his energies toward the raising of funds.

All the men in the management of the federation testify that funds are more easily obtained and that greater appropriations and better work are possible under federation than before. Rabbi M. M. Feuerlicht, who, with Sol Kiser and a few others, really made the federation see light in Indianapolis, tells of a man whom he approached early in the movement—when they were sort of trying the thing out. He asked the man if he would give as much to one federated movement as he was giving to all the Jewish benevolent societies. The man said he would gladly do so. In reply to a question as to how much he was giving, the man said the total was $300 a year, and he said he would gladly give that much, either in one annual payment or two, as the request might be made. Later, Rabbi Feuerlicht

Continued on Page 150.

A 'PHONE FOR EVERY TEN

ON the first day of January, 1910, there was considerable disappointment among the local employes of the Bell Telephone Company because the total number of Bell telephones in the city fell a trifle short of the 20,000 mark, which had been the goal of the canvassing force throughout the preceding year. The figure was reached, however, on January 10. A new goal was immediately chosen—that of *one telephone for every ten* of the city's population.

There was an element of chance about this, since nobody knew what the census figures would show. The census gives Indianapolis 233,650 population. The Bell system had nearly 23,000 telephones as of December 1. They will come mighty close to 23,365 by New Year's day. The growth of the company in the last six years is as follows:

	Telephones.	Gain.	Per Cent Gain.
January, 1905.....	6,560	.....	....
January, 1906.....	7,684	1,124	17.1
January, 1907.....	11,051	3,367	43.8
January, 1908.....	12,800	1,749	15.8
January, 1909.....	14,530	1,730	13.5
January, 1910.....	19,984	5,454	37.5
January, 1911.....	23,650*	3,666	18.3

*Estimated.

These figures show an average of about 25 per cent gain per annum. This might foretell 29,500 telephones by 1912. Another method of estimating it is to consider the telephone development of the Bell telephone exchanges in other cities. The Bell telephones in Peoria have reached 12 per cent of the population. This is the highest ratio in Central Union territory.

How Indianapolis compares with other cities is shown by the following table:

Dallas, Texas.....	16.3% development
Des Moines, Iowa.....	15.4% development
Spokane, Wash.....	15.4% development
Sacramento, Cal.....	13.0% development
Springfield, Mass.....	12.8% development
Houston, Texas.....	12.5% development
Portland, Me.....	12.3% development
Oklahoma City, Okla.....	11.2% development
Chattanooga, Tenn.....	11.1% development
Lincoln, Neb.....	10.7% development

The Central Union Company is building two new exchanges to be called "Circle" and "West," the former to anticipate congested conditions in the heart of the city and the latter to take care of people west of the river.

YOUR CITY IN PARAGRAPHS

How high is the monument?

This question is asked in varying forms hundreds of times each year. Newspapers are called upon to settle it almost daily. And yet, not one person in ten can answer the question—nor various other questions about this giant shaft.

The Soldiers' and Sailors' Monument stands in the center of a tract of ground of a little more than three acres. Formerly this ground was properly known as "The Circle," but the shaft that now reaches skyward has given it the name of Monument Place.

The Circle was originally intended as the place of residence of the Governor of Indiana. It did not seem to be adapted to this purpose, and in 1887 the Legislature appropriated $200,000 for the erection of a monument there. Later, in 1891, the State added $100,000 to this sum. A committee of the G. A. R. raised and contributed enough to bring the sum up to about $500,000.

The monument was dedicated May 15, 1892.

It is 284 feet and 6 inches from the street level to the top of the statue. The diameter of the terrace surrounding the monument is 110 feet; the depth of the foundation, 30 feet, and the height of the statue, 38 feet.

NOVEMBER EVENTS IN INDIANAPOLIS

New system of regulating street traffic adopted and put into effect.

Street cars ordered to stop only at "near" side of downtown street crossings.

Councilmen are made ex-officio members of staff of physicians at city hospital.

Dr. Robert J. Aley resigns as state superintendent of public instruction and is succeeded by Charles A. Greathouse.

Florists at banquet favor annual flower show.

Southern educators inspect schools system of Indianapolis and find it good.

Henry C. Adams, Sr., prominent business man, club man and Mason, dies.

Commercial organizations decide to help raise funds for the entertainment of I. O. O. F. Sovereign Grand Lodge in 1911.

New city hall is completed.

Two new branch libraries are completed and presented formally to city.

W. H. Adams, well-known undertaker, dies.

Civic and commercial organizations merge forces with American Good Roads Congress to improve Indiana highways.

Jewish Federation plans $50,000 settlement house.

Salvation Army feeds 1,000 children at Thanksgiving dinner.

City is offered $90,000 for fire headquarters property and building.

Board of health favors inspection of school children's teeth.

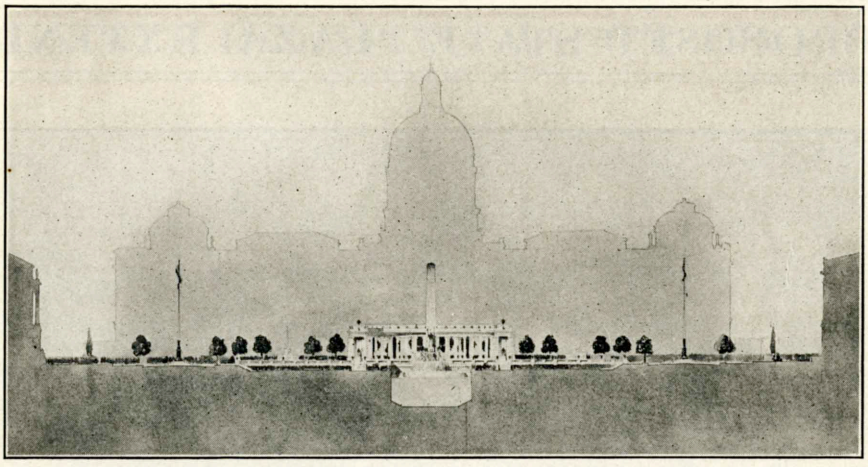
Mayor and president of council discuss $100,000 bond issue for new police station, fire headquarters, engine houses and fire equipment.

Children's Aid Association will ask park and school boards for appropriation for next summer's playgrounds.

South Side holds holiday fair.

Mayor Shank intimates that changes will be made in his official family.

Death claims Jesse T. Power, veteran grocer.



CROSS-SECTION OF PROPOSED STATE PLAZA

A NEED AND AN IDEA

OUT of the need for a new building for the state's library and historical museum has grown a plan for a state plaza and a group of state buildings—a plan that has taken the definite form of architects' sketches and which challenges at least the admiration of every one.

In these sketches Vonnegut & Bohn, architects, have caught the beauty of the idea and have set it plainly where all may see.

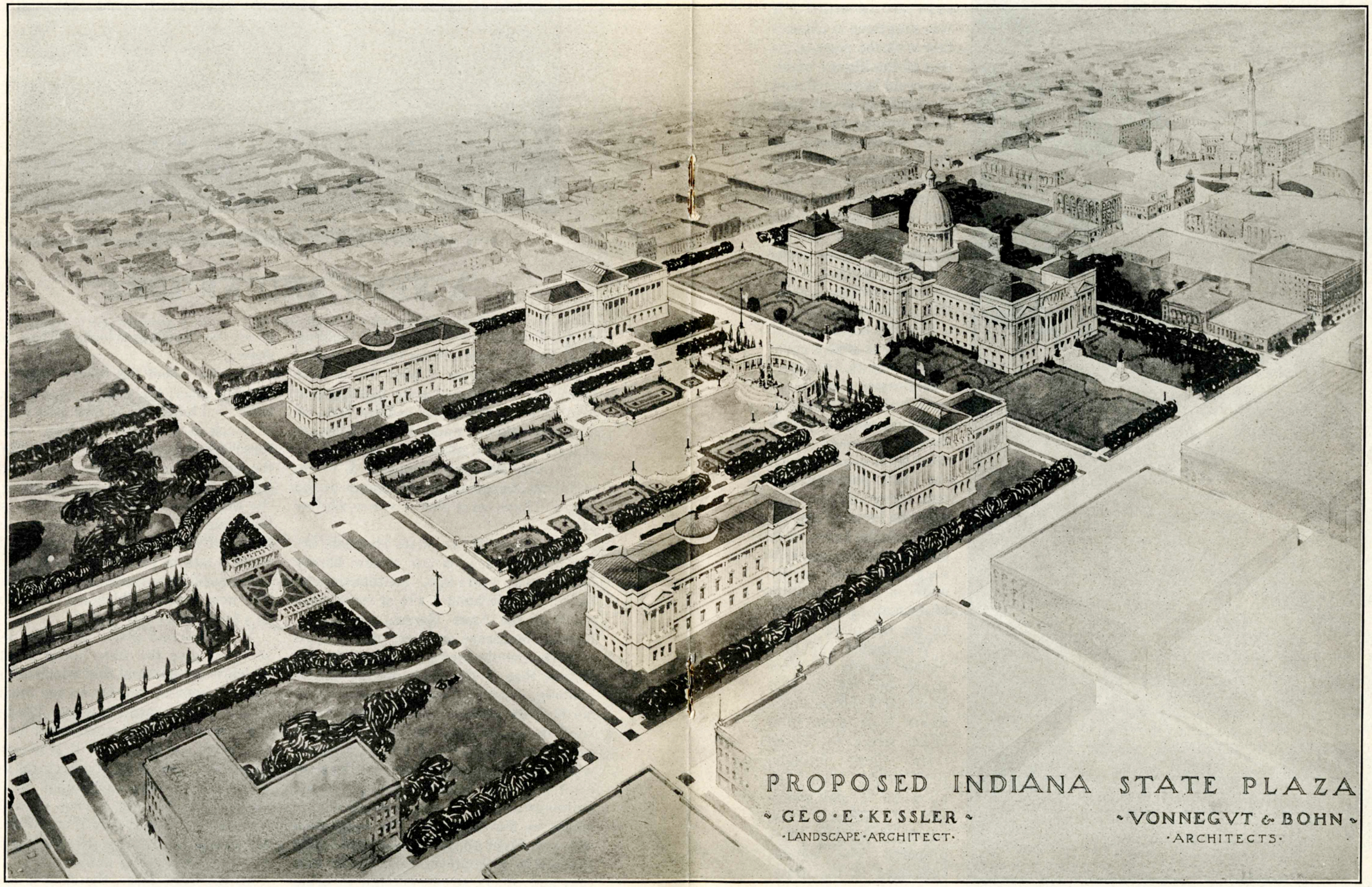
Demarchus Brown, state librarian, began the propaganda for a new library building two years ago. At that time he had in consideration a site at some point north of the State House. George E. Kessler, landscape architect of the board of park commissioners, suggested to Mr. Brown that if the state needed a new building, instead of placing it somewhere north of the state house absolutely unrelated to the existing building, it should acquire ground west of the state house, where there was opportunity for development of a state plaza, or group of state buildings that could not be excelled anywhere in the country. The suggestion met with favor on many sides, and finally resulted in a sentiment among state officers and others strong enough to bring about the drawings which are now being shown.

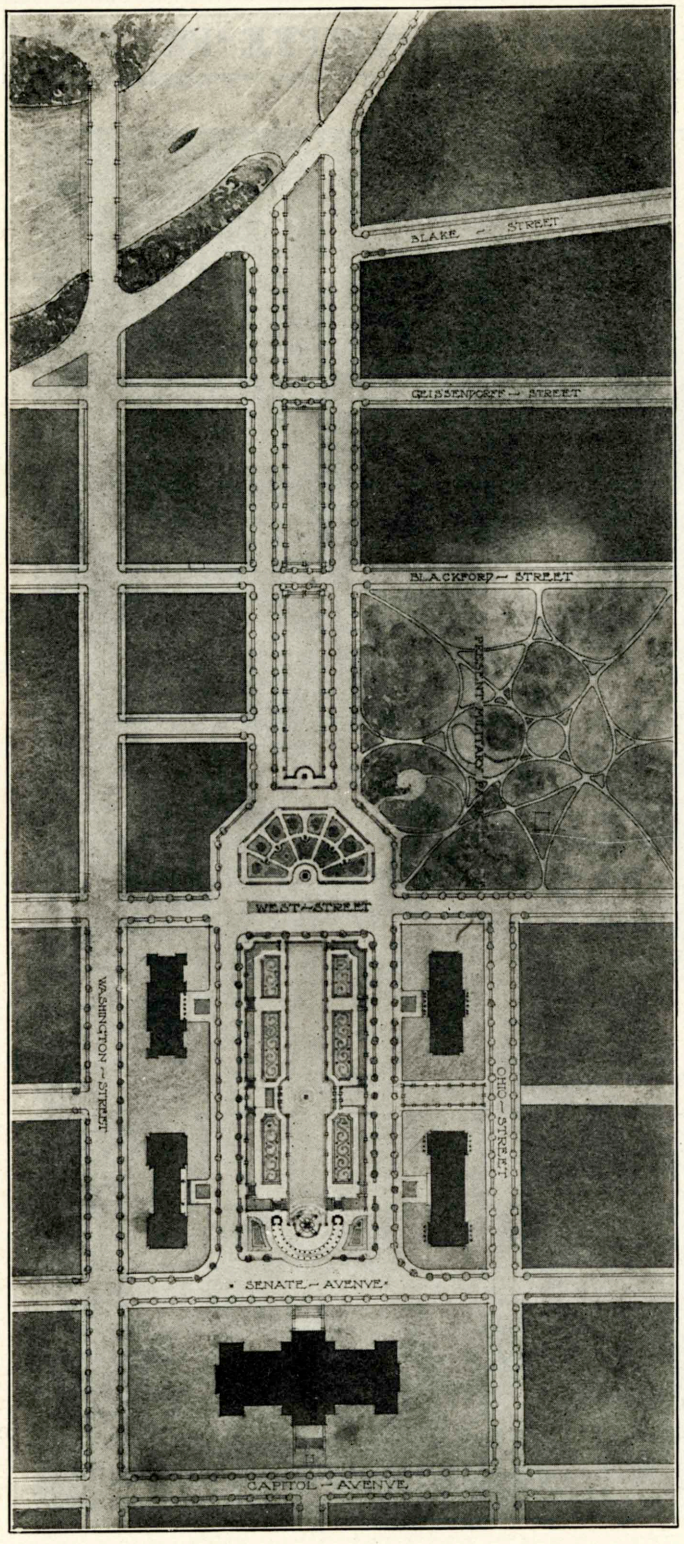
The movement has several angles. In the first place, the state is bound to need additional buildings as time goes on quite as much as a library building. Among these are suggested a new building for the supreme and appellate courts and attached departments; a new building for the educational departments of the state, including the board of education, state board of health, etc. The state of Missouri is now in process of designing such a group of state buildings at St. Joseph. The new state of Oklahoma has plans of this kind for its new capital.

In the second place, the plaza would serve to give the state house a setting which it has not now, and which the state can not hope to develop in any other direction than toward the west. The building is now "buried," surrounded by other structures so closely that it is impossible to get any idea of its architectural worth until one is immediately upon it. The plaza would open up a view toward the state house—would give it an architectural setting which the worth and the character of the building deserve.

In the third place, the state is casting

PROPOSED STATE PLAZA, EXTENDING WEST FROM STATE HOUSE TO WHITE RIVER





about for some fitting celebration of its centennial—the one hundredth anniversary of Indiana's statehood—1916. It was suggested in connection with the plaza plans that if the library building could be erected, and at least a good start made toward the acquisition of the ground and the construction of the central lagoon by 1916 (with perhaps the erection of a monument like that suggested at the head of the lagoon), this would be a most fitting and appropriate celebration of the centennial.

On the city's side, it would be of almost equal importance to Indianapolis. Besides doing away with bad conditions immediately about the state house, the plaza would open up a way by which the city's parkway system along White river could be brought into the heart of the town. The city and the state, it is suggested, could co-operate in the acquisition of the four squares needed for the plaza proper—Washington to Ohio, Senate avenue to West street—and the city then could carry this on a narrower scale west from West street to White river. Quite fittingly, this would bring the plaza up to and alongside of Military Park, which is already state property. The lagoons suggested in the draw-

ings might be constructed by diverting the present canal only slightly from its course and probably without damaging the value of the water power, as it is now used by the Indianapolis Water Company.

The cost of the work has not been definitely estimated, but it is known certainly that it would be very considerably less than the cost of similar projects in other cities. The plan calls for sympathetic cooperation between the city and the state, with the state giving the city such help as might be required to assist it temporarily in overcoming financial obstacles.

The White River Parkway, as outlined in the board of park commissioners' plans, would tie into the entire parkway system of the city, and, for one thing, give a new way of access to Riverside park.

The Indiana project bears some resemblance to a scheme afoot in Minnesota, because the state capitol at St. Paul is surrounded by small and mean buildings of almost the same character as those west of our state house. Minnesota has a "capitol approaches commission," which is seeking to remedy these conditions. The state of Wisconsin also has plans for adding considerably to the state house grounds at Madison, so as to afford a better landscape and architectural setting for the new state capitol.

A Municipal Problem

The city has received an offer of $90,000 for the property at Massachusetts avenue and New York street, now occupied by fire headquarters. A previous offer of $80,000 had been made by George J. Marott, who hoped to bring the proposed improvement of the fire department to a head in that way. After these offers had been made the board of works suggested a plan for executing a 99-year lease on the property, instead of disposing of it outright. The money received from sale or lease, it is proposed, would be used in connection with other funds in building and equipping a new fire headquarters in conjunction with other engine houses and fire-fighting equipment.

A new police station is also being contemplated, and it has been suggested by Mayor Shank that a bond issue for $100,000 might be advisable as a means to the desired end. This would probably increase the tax rate for 1912 2 cents on the $100.

Two New Libraries

Two of the Carnegie branch libraries were presented formally to Indianapolis last month. These are the second and third of six given to the city by Mr. Carnegie. The other three are under way. Meredith Nicholson was the principal speaker at the new building on East Washington street, near Rural street, which was presented November 14. The other is at Mount and Ohio streets, where John L. Ketcham made an address, November 18. Charles R. Williams and Miss Eliza G. Browning spoke also. Assisting in the ceremonies at the East Washington street branch were W. M. Taylor and Miss Browning.

Christmas Charities

With Christmas almost at hand, the citizens of Indianapolis are invited by the Indianapolis Star and the Indianapolis News to remember the children whose names are not written in Santa Claus's book and the old people, who, through ill health and misfortune, will not be provided with Christmas cheer unless the public takes the matter into its own hands. These two charities are conducted by these newspapers every year—conducted well, and in as good a cause as could be conceived. The pleasure of the children and the comfort of the old—these two things should tug at the heartstrings of any man. Both should be provided for, and the opportunity to do so wisely is offered to any who will contribute through these newspapers.

COMING EVENTS

County Auditors of Indiana	Dec. 18
Farmers' National Congress	Dec. 20-21
State Teachers' Association	Dec. 22-23
Christmas	Dec. 25
American Historical Association	Dec. 27-31
Sigma Nu Fraternity Convention	Dec. 29-31
The New Year	Jan. 1, 1911
Indiana State Legislature	Jan. 3
Indiana Engineering Society	Jan. 12-14
Pavlowa, Mordkin and Russian Ballet	Jan. 25
Cincinnati Symphony Orchestra and Mme. Lydia Lipkowska	Feb. 9
State Oratorical	Feb. 24
Jefferson Day Banquet	April 13

Has Our Charter Failed?

(Concluded from Page 135)

to their city, and the honor conferred is one that should not be purchasable.

The initiative and the referendum are part of the commission form of government, but I shall not discuss their merits. They are not essentially peculiar to the commission plan, and they could be added to our present plan of government, if it were deemed advisable, with no more trouble than was experienced in changing the mayor's tenure of office from two years to four.

Under our present charter Indianapolis has grown into a great city; it has developed in every way. Streets have been improved, boulevards have been constructed, parks have been created, the streets have been beautifully lighted, fine municipal buildings have been erected and prosperity has been ours. Nothing, I am sure, that the Commercial Club will ever do, can redound more to its credit than the part it had in framing our present city charter. Under it we have grown into a great and beautiful city. A change to another form of government can be had only at great risk. It would be expensive. It would mean an upheaval, and it might prove our undoing.

The Flower Mission

It is not necessary to introduce the Indianapolis Flower Mission to the people of our city. We all know what it is—what its past history has been—what work it has done and is constantly doing.

Indianapolis in 1876, at the time when this society was organized and incorporated, was a much smaller city. Thirty-four years have made many changes in Indianapolis. But, do we all realize that rapid increase in population and wealth also means a corresponding increase in poverty, sickness and distress? It means an increased number of people living on meager wages, who, when overtaken by sickness, must appeal for help or die in neglect and unspeakable suffering, unless an agency, as the Indianapolis Flower Mission has proved to be, looks them up, finds them and administers to their wants.

The Indianapolis Flower Mission enlists the finest qualities of heart and brain of very many of the best women of our city, without a desire or thought on their part of personal notoriety or monetary reimbursement, in their earnest labor to alleviate distress.

It should be said that the work of this charity is of a pre-eminently practical nature. It is with the sick-poor and the children of the sick-poor, the aged and helpless, the incurable consumptives and victims of cancer, the Indianapolis Flower Mission is chiefly concerned. These unfortunates are always in need of medicines, nurses, fuel, food and clothing, and all of these things cost money, and they can not be obtained unless there are people, well, strong, prosperous, charitable and willing to provide funds to alleviate suffering humanity. Let no one say that this or that person is poor, or argue that such conditions would not exist if they were not lazy or improvident. Weakness, poverty or misfortune are not crimes. Rich men have frequently lost their entire fortunes in a single day and have been thrown on charity in time of sickness.

Every dollar that is contributed to the Indianapolis Flower Mission is directly administered to the relief of keen suffering. The Flower Mission acts as an agent for the more fortunate of this city to administer relief to their less fortunate brethren, and it is endorsed by the Commercial Club through the club's committee on benevolent associations.

MRS. J. H. LOWES.

State's Teachers Coming

Educators will hold the boards in Indianapolis, December 22 and 23, the occasion being the fifty-seventh annual convention of the State Teachers' Association. There will be addresses by a number of Indiana's well-known educators, as well as by several from beyond the state. A feature of the meeting will be an address by Champ Clark, of Missouri, who hopes to be the new speaker of the National House of Representatives.

BIGGER WORK AHEAD

Better equipped in point of members and in club privileges than ever in its history, the Commercial Club is getting ready to make the year 1911—and succeeding years—bigger and better than all that have gone before. That is, the club feels that it owes a larger duty to the city, and it will do its best to discharge that duty. Big things have been accomplished in former years, and it may be difficult, or even impossible, to equal in any one year some particular achievement of a former year, but the general influence of the club, the year round, should be larger under present conditions, and the members are preparing to make it so.

One of the chief elements of such success will be the financial ability of the club to put into effect its ideas and aims as they develop with the city's needs. It has been felt for some time by the men who are more closely in touch with the club's work that the dues should be increased, and at a membership meeting held last month this subject was thoroughly discussed. At this meeting there was apparently a prevailing opinion that the dues should be increased, but it was believed by many of those present that the club membership should be more thoroughly represented when the vote was taken. Therefore, it was decided that the question of increasing the annual dues from $10 to $15 would be decided at the time of the annual election in February next.

Winfield Miller, president of the club, has urged, and is urging, the necessity of this increase. He has pointed out the fact that the city is growing, and that the club must grow with it if the club is to maintain its high standard of efficiency. The club has grown, and is growing, in membership. It has grown, and is growing, in a material sense. An entire floor has been added to the club quarters, and every possible provision has been made for the pleasure and accommodation of its members. But this growth has brought added financial responsibilities. More money is needed.

SEEKING INDEPENDENCE

Another thing: The directors of the club feel that the time has come when the club should be able to be a trifle more independent. That is, that it should not be compelled to run to other organizations for contributions every time a sum of money is needed for the entertainment of some convention or for other publicity purposes. They feel that they should have the money at hand.

They feel also that publicity is one of the important features of their work. This word publicity covers a wide field, and it is difficult to define the actual uses to which such funds might be put. The entertainment of conventions, the sending of delegates to other conventions, the "landing" of conventions—all these things are in the nature of "publicity." They all work for the city's good. There is also a certain amount of printed matter of a public nature—and many other items under this general head.

In the field of publicity comes also the FORWARD! magazine, which is now entering its second year and the permanency of which the directors have guaranteed to its 10,000 readers. The directors feel that the publication of FORWARD! is one of the most important things they have undertaken recently, and they are confident that its worth is appreciated. But it costs money—like everything else—and this is another reason why they unanimously asked the membership of the club to vote in favor of an increase in the dues. It is felt that when this matter comes up to the membership next February they will uphold the hands of their directors and give them the money that is needed to help to make a bigger and better Indianapolis.

HOW MONEY WAS SPENT

In asking this additional financial help the directors feel that the members should know the exact financial condition of the club, and exactly for what their money was expended in making the recent improvements at the club. These improvements included the addition of an entire floor to the club quarters, and many alterations and rearrangements as well as new equipment and furniture.

The following statement shows the contracts which were awarded for the various features of the improvements, each contract being let under competition:

Elevators (Otis Elevator Co.)	$7,225 00
General Contract (E. F. Kottlowski Co.)	3,250 00
Plumbing (Hayes Brothers)	1,648 00
Electric Wiring (Sanborn Electric Co.)	530 00
Decorating (DeHaven & Co.)	1,364 00
Lighting Fixtures (Royse Elec. Co.)	275 00
Draperies (Badger Furniture Co.)	643 10
Rugs (L. S. Ayres & Co.)	471 10
Battleship Linoleum for Billiard Room (Taylor Carpet Co.)	258 00
Cork Linoleum for 6th and 7th floors (Sander & Recker Co.)	432 00
Furniture (Pettis Dry Goods Co.)	1,374 00
Gas Range and Coffee Urn (Lilly & Stalnaker)	94 00
Dish Washing Machine (Vonnegut Hardware Co.)	100 00
Pastry Oven (Citizens' Gas Co.)	64 00
Extra work and supplies for various contracts (estimated)	750 00
Insurance during improvements	25 00
Architect's charges (estimated)	750 00
	$19,253 20

The present mortgage indebtedness of the club is $69,000. To this the directors have thought it advisable to add $16,000 of the debt

incurred by the improvements, making the total mortgage indebtedness $85,000.

The membership will be pleased to know that the original mortgage indebtedness has been decreased from $115,000 to the present figure, and will readily appreciate the fact that the original indebtedness was created at a time when the club property was probably worth $50,000 less than at the present time. The value of the club property today, on a conservative basis, is not far from $225,000, so that in the face of the improvements which have been made at a considerable cost (but all under competitive bids) the club is clearly in as good or better financial condition than ever in its history. The directors invite the fullest inquiry at all times, and are pleased to have the membership interested to the point of desiring to know about these matters.

The Duplication of Dollars

(Concluded from Page 140)

looked up this man's donations and he had given $125 the year before! The man was perfectly honest. He believed he had given more. Rabbi Feuerlicht later told him of his misapprehension as to the total of his gifts. The man said he wanted to give $300 a year, could afford to do so, and had supposed he was giving at least that sum. Now, this same man is giving considerably more than $300, and the success of the finance committee of the Jewish Federation of Indianapolis has come to be the marvel of the other local charitable organizations.

Ask any one of the officers of the Jewish federation whether or not federation has paid, and he will smile a won't-come-off kind of smile and tell you about the plan for the early erection of a social center house by the Jewish Federation of Indianapolis which will cost somewhere around $40,000 or $50,000, for the Jewish charities of Indianapolis are upon a business basis now!

An Educational Event

The twenty-sixth annual meeting of the American Historical Association, and meetings of allied societies, which will be held here December 27-30, is an educational event of large scope. The allied bodies include the North Central History Teachers' Association, the Mississippi Valley Historical Association and the Ohio Valley Historical Association.

Men known from one end of the country to the other in educational circles will be in Indianapolis to attend these meetings. The sessions will be held in the Claypool Hotel and in Caleb Mills Hall. All meetings except a reception and smoker are open to the public. There is no charge.

The address of welcome by Governor Marshall and the address of the president, Frederick J. Turner, of Harvard University, will be of general interest. One of the interesting addresses will be that of James B. Angell, president emeritus of the University of Michigan, on the subject "Some Recollections of a Horseback Ride through the South in 1850." Most of the big colleges and universities of the country will be represented on the program. Calvin N. Kendall is chairman, and Prof. C. B. Coleman, secretary, of the committee on local arrangements.

Men and Affairs

The Royse Electric Company, the controlling interest of which has recently changed hands, has announced the following new officers: Robert P. Oblinger, president; Harry E. Rasmussen, vice-president; R. A. MacGregor, treasurer, and Clifford E. Kennedy, secretary. The directors are Robert P. Oblinger, H. E. Rasmussen, C. E. Kennedy, W. A. Royse and R. A. MacGregor.

The census returns give Indiana a population of 2,700,876. The increase over ten years ago is 7.3 per cent. Marion county gained 66,434, or 33.7 per cent.

The Farmers' National Congress will meet in Indianapolis, December 20 and 21, at the state house.

It is not only the fashion, but it's imperative nowadays, to board street cars on the "near" side of the street. They don't stop anywhere else under the new rule of the city officials. If you don't get them there you won't get them at all. Another innovation, now in working order, is the system of regulating street traffic. The corner policemen have a system of signals, and there is a "dead line" at every crossing where east and west traffic or north and south traffic must wait patiently and out of the way until the policeman lifts the ban.

John R. Carr, county superintendent of schools, has announced that he will resign his office to take a position in the educational department of the Bobbs-Merrill Company.

The County Auditors' Association of Indiana will meet here December 18. Thomas Nugent, of Washington, is president.

The national headquarters of the International Bookbinders and Bindery Girls' Union will be moved from New York to Indianapolis by the first of the year, according to an announcement. A referendum vote won for Indianapolis. Robert Glockling is president of the union, James W. Dougherty, secretary-treasurer, and Harry G. Kalb, of Indianapolis, international statistician.

Eli Lilly & Co. will erect a $39,000 building to be added to the company's plant. It will shelter the laboratories and research departments.

The Continental Securities Company has been organized and has elected the following officers: President, Will H. Latta; first vice-president, L. H. Oberreich; second vice-president, H. A. Strickland; third vice-president, Charles W. Habig; secretary-treasurer, Carl Hunt. Walton L. Dynes, W. M. Fogarty and Dr. Homer McKinstray are also directors. The company will act in the capacity of "busi-

ness doctor" to failing business concerns. It has offices in the Anchor Life building, at 430 North Pennsylvania street.

The Indianapolis & Cincinnati Traction Company, which was sold recently at a receiver's sale, has been reorganized with Charles L. Henry as president and general manager; Theodore F. Rose, of Muncie, as vice-president, and John F. Wild, of Indianapolis, as secretary and treasurer.

Mordecai Carter, of Indianapolis, has been elected president of the Indiana Library Trustees' Association.

Hibben, Hollweg & Co. have bought the business property at 131-133 South Meridian street, and expect to erect thereon a seven or eight-story business building next spring. The sale was announced by Louis F. Smith, secretary-treasurer of W. E. Stevenson & Co.

As a test recently, public school No. 14 was emptied in exactly one minute in response to an alarm of fire. There are 600 pupils in the building.

The colleges of Indiana will have their annual state "oratorical" in Indianapolis, February 24.

It is announced by H. M. Mounts, district passenger agent of the Lake Erie & Western Railroad, that the first through service between Indianapolis and South Bend will be inaugurated by the Lake Erie about January 1.

In the death of Henry C. Adams, Sr., the Commercial Club lost one of its charter members and Indianapolis lost one of its best and most representative citizens. Mr. Adams died November 14, having been a resident of Indianapolis practically all his life. He was a business man of acknowledged integrity and success, a warm friend and a good neighbor. He stood high in Masonic circles, was a member of the First Baptist Church, and was identified with many clubs and organizations in Indianapolis. Years ago he was interested in politics and wielded no little influence.

Charles E. Emmerich has been elected dean of the department of letters and science of the normal college of the North American Gymnastic Union, a position formerly held by Robert Nix. Mr. Emmerich was, until his recent resignation, principal of Manual Training High School.

Mrs. Frank A. Blanchard; who founded the girls' industrial school twenty-one years ago, and who had ever since been its president, has gone to Los Angeles, Cal., to make her home, accompanied by her husband, Frank A. Blanchard. She has been succeeded as president by Mrs. Robert A. Buell.

The Bishop & Babcock Co. has bought from the Marietta Glass Manufacturing Company the building at Sixteenth street and Sherman drive, now occupied under lease by the Bishop & Babcock Co. The consideration is said to have been $18,000.

An ordinance which will bring about a permanent system and basis for house numbering has been passed by the council. It provides a number for each twenty feet along each street, and also requires a number at the back of the house as well as at the front, for the accommodation of delivery men.

Why wait for me to solicit you to buy what you know you should have—and of which you can not have too much? "Partnership," Corporation and "Individual" low cost Life Insurance is my specialty, although I sell Accident, Liability, Automobile and other insurance. Write for circular or phone, New 2988, or Old, Main 2282.

WM. A. HUNGERFORD
Travelers of Hartford 203 Newton Claypool

Fred A Gregory, President — Fred G. Appel
John J. Appel, Vice-President — Frank A. Gregory
Albert J. Hueber, Secretary-Treasurer

Gregory & Appel
(INCORPORATED)
Insurance, Real Estate, Loans, Rents
121 East Market Street

HUGH J. BAKER
Consulting Engineer
ARCHITECTURAL
Concrete Steel
408 Majestic Main 461

You Don't Think a fire will "burn you out"—yet you carry fire insurance as a protection.

You Don't Think an employe will damage, or even wreck, your business by defalcation. Yet—what?

Are You Protected?

You will be if your employes are bonded by

Federal Union Surety Company

Lemcke Building, Indianapolis

And **Now** is a mighty good time to protect yourself against possible 1911 losses.

Christian F. Martens
VOICE CULTURE ARTISTIC SINGING
Studio: College of Musical Art
824 North Pennsylvania Street
Phones: New, 2113; Old, Main 2626

Wegman Pianos
Improved Tuning Pin Block. High Grade. Call and SEE THEM
CARLIN & LENNOX
5 to 9 East Market Street

¶ Right NOW is the time to let me show you how to make PROFITABLE USE of

OSBORNE
ART CALENDARS
Blotters and Special Follow-Up Copy

Big Business Interests
Little Business Interests
Everybody's Interests

Carefully Attended to by
D. S. ULLRICK, Advertising Counsellor
Call Phone North 1061 or address postal to
3811 Graceland Avenue

Christmas Presents
Let them be **USEFUL** as well as **PLEASING**
Our Select Stock of
GLOVES, HOSIERY AND HANDKERCHIEFS
In Special **Christmas Boxes** make **Ideal Gifts** for Everybody, and
GLOVE CERTIFICATES
Are Always Welcome When They Come From
Tucker's
42 North Pennsylvania Street

H. Kennard Wasson has been elected a director of the Indianapolis Traction and Terminal Company, filling the place left vacant by the death of his father, the late Hiram P. Wasson.

The cornerstone of the new Grace Pro-Cathedral, now being erected on Central avenue near Sixteenth street, has been laid, Bishop Joseph M. Francis officiating.

Membership Campaign

Two thousand members by January 31, 1910! That's the goal of the Commercial Club. At this time John D. Brosnan and his hustling membership committee are rapidly nearing the 1,900 mark. In 1909 181 new members were elected to November 26. This year, to November 25, 243 new members have been elected —a gain of 62.

An attractive campaign button in blue enamel with the inscription, "MCMX, C. C., MM," has been sent to members.

New members to date are:

J. E. Brantley, Great Southern Lumber Company, Indiana representative.
Samuel H. Brubaker, 714 State Life building, architect.
Rev. J. F. Byrne, St. Anthony's Church, pastor.
Emerson W. Chaille, 151 East Market street, real estate.
Alfred P. Conklin, 710 State Life building, A. P. Conklin Lumber Company.
E. F. Danforth, Travelers' Insurance Company, cashier.
Walter B. Davison, Shortridge High School, director of civics.
Walter H. Ehlers, French Steam Dye Works, proprietor.
Arthur W. Ellis, Cadillac Auto Company of Indiana, salesman.
Charles Failles, 30 South Illinois street, C. Failles & Son.
S. E. Fenstermaker, Weinshank & Fenstermaker, engineering.
Perman A. Finville, Otis Elevator Company, superintendent.
Robert S. Fletcher, 612 Indiana Pythian building, National Underwriters' Company.
J. L. Freeland, city hospital, superintendent.
William W. Graves, Reliable Transfer and Storage Company, manager.
Frederick Grumme, 2959 Talbott avenue, oil producer.
P. A. Havelick, 1-2 Talbott block, real estate and insurance.
C. A. Hilgenberg, 23½ West Ohio, real estate.
Union B. Hunt, Knights of Pythias insurance department, president.

Invest in Bonds

We sell obligations of Counties and Cities in Indiana and Local Corporation Bonds.
When seeking investment of funds, consult this institution's Bond Department.

The Fletcher American National Bank
WILL H. WADE, Manager Bond Department

Capital & Surplus, $3,000,000

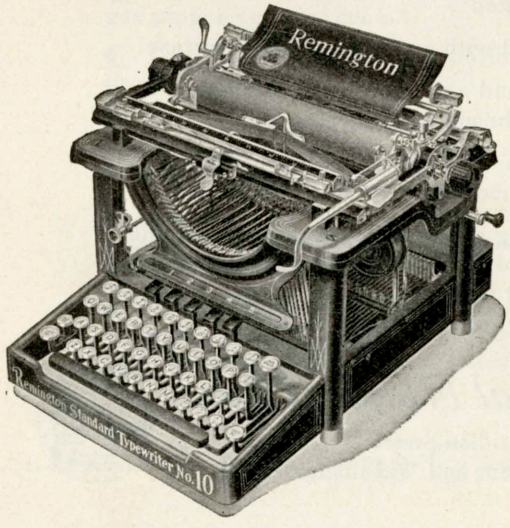
I SAW IT IN FORWARD!

John C. Kelly, 211-213 Indiana avenue, Atlas Cloak House.
H. A. Knapp, 1312 North New Jersey, Kirby Lumber Company, Houston, Texas.
James A. Kreglo, James A. Kreglo & Co., plumbing and heating.
M. E. Lowish, 5502 Lowell, Globe Coal Company.
Charles D. Lynch, 824 Lemcke building, J. H. Aufderheide, auditor.
John H. Lytle, Twentieth and Olney, T. B. Laycock Manufacturing Company.
S. D. Millikan, Park avenue.
W. S. Mitchell, Federal building, assistant superintendent delivery.
Harry E. Negley, 15 Baldwin building, lawyer.
Robert P. Oblinger, American Motor Car Company, purchasing agent.
G. H. Pearce, H. H. Woodsmall Company, adjuster.
Albert S. Pierson, Lilly & Stalnaker, hardware department.
Harry E. Rasmussen, Royse Electric Company, sales manager.
E. L. Sanford, E. L. Sanford Company, president.
William Seward, Otis Elevator Company, salesman.
Walter R. Shiel, 220 North Illinois street, civil engineer.
O. W. Shugars, 505 Odd Fellow building, Home Fire Insurance Company.
H. R. Stiegemeyer, 3235 Washington boulevard, Cadillac Auto Company.
Albert W. Storms, Central Avenue M. E. Church, pastor.
J. E. Thomas, L. C. Smith & Bros.' Typewriter Company, manager.

McMeans & Tripp
CONSULTING ENGINEERS
MECHANICAL—ELECTRICAL
Factory Architects Machine Designers
70 Majestic Building

"Nothing else is just as good"
YOU GET JUST THE COAL YOU ORDER
WHEN YOU TELEPHONE OR WRITE THE
Wales Coal & Lime Company
We don't believe it good business to substitute.
New Phone 585 **Woodruff 350**

Wm. B. Burford **IF IT'S USED IN AN OFFICE** **Indianapolis**
BURFORD HAS IT
PRINTING **LITHOGRAPHING**
BLANK BOOKS, FILING DEVICES, DESKS, STATIONERY
Steel Die and Copperplate Printing and Engraving
Calling Cards and Wedding Stationery a Specialty



REMINGTON
MEANS
TYPEWRITER
See { The Model 11 With Adding Attachment
Remington Typewriter Co.
37 East Ohio Street

Hugh E. Wagoner, Lautz Bros. Company, Buffalo, N. Y., district sales manager.
W. W. Ward, L. S. Ayres & Co.
Edward W. Zaiser, 505 Odd Fellow building, Home Fire Insurance Company of Indiana.
Paul H. Buchanan, 320 North Illinois street, Flanner & Buchanan.
A. J. Cochran, 1227 State Life building, Cochran Coal Company.
James L. Danforth, 505 Odd Fellow building, Home Fire Insurance Company.
A. F. Cannon, Thomas Cusack Company, manager.
Alfred Henry, 30 West Twenty-fourth street, physician.
J. T. Horne, J. T. Horne & Co., manufacturers' agent.
Carl Hunt, 430 North Pennsylvania street, Continental Securities Company.
W. S. Jackson, 200 North Delaware street, Jackson & Jackson.
Carl A. Johnson, 121 South Pennsylvania street, the Crane Company.
George L. Johnson, Thomas Cusack Company, Chicago, Ill.
George Loring, 72 When building, illuminating engineer.
W. J. McGarr, Jackson-Hill Coal and Coke Company, manager.
H. C. Moore, the Biddle-Powell Company, secretary and general manager.
L. H. Oberreich, Anchor Life Insurance Company, secretary and treasurer.
C. W. Pierson, Scofield-Pierson Company.
Alonzo Powell, Union Stock Yards, Powell-Saneger & Co.
Taylor C. Power, 44 North Pennsylvania street, J. T. Power & Son.
H. A. Strickland, Continental Securities Company, Anchor Life building.
Edward N. Stroesser, Romadka Leather Goods Company, manager.
George D. Thornton, Puritan Bed Spring Company, secretary-treasurer.
P. H. York, the Mahogany Interior Furniture Company, president.

Lambert Coal and Coke Company

Black Van Lump over four-inch screen, $4.00

Does Your Furnace Smoke? If So, Try

C. C. and B. Pocahontas

Two Yards: Phones, North 557; Prosp., 600; New 9656

YOUR ACCOUNT SOLICITED

4% Paid FIDELITY TRUST COMPANY INDIANAPOLIS **on Savings**

OUR MAXIM

Safe, Conservative, Progressive

Fidelity Trust Co.

WM. M. FOGARTY, President

Phones 73 156-158 East Market Street

Are You Thinking of a Change?

—If your banking business is fully appreciated where it is

—If you are courteously treated

—If your business is handled with promptness and accuracy

—If you are receiving the kind and quantity of Banking Service that your individual or business needs require

—Then, there is no reason why you should contemplate a change in your banking connection at the first of the year.

If, however, you are thinking of making a change, we should like to tell you something of Continental National Banking Service and let you judge if it will be profitable for you to carry your account with us. May we have that privilege?

THE CONTINENTAL NATIONAL BANK OF INDIANAPOLIS

The Continental National Bank

On Meridian Street
Between the Monument and Washington Street

THE CONTINENTAL NATIONAL BANK OF INDIANAPOLIS

Western Audit Company

E. R. PARMELEE, Manager

Auditors & Accountants

936-940 Lemcke Building

TELEPHONES
New, 3134; Old, Main 6367

The Leading Trust Company of Indiana

The Union Trust Company

Savings—Loans—Insurance
Real Estate—Trusts

Capital, $600,000—Profits, $600,000

Grand Opera

in your own home

Do you know that you can enjoy in the quiet and comfort of your own home the grandest music it is possible to hear—the grand opera arias by the greatest artists, the best instrumental music, sacred music, comic and popular songs, provided you have a Victor?

Let us tell you all about them

Musical Echo Company

221 North Pennsylvania Street
K. of P. Building

The Exclusive Victor Store

Cheap Gas Pays Dividends

¶ The Citizens Gas Company has demonstrated that it can sell gas profitably at 60 cents.

¶ The close of the Company's first year in operation will find it paying dividends.

¶ This will be a sore disappointment to the competing company which has publicly acknowledged that it cannot sell gas at a profit on a flat 60 cent rate.

¶ The financial success of the Citizens Gas Company will give corresponding pleasure to the thousands of friends who have stood loyally by it.

¶ Every patron of the Company has already received direct returns through the saving effected, and as the number of patrons grows and the consumption increases, there will be greater returns by still cheaper gas.

31-33 S. Pennsylvania **Citizens Gas Company** Main 6800—New 779

A **Lot** of **Responsibility** rests on this **Button. More** rests on **Your Shoulders** if you haven't a good

Accident Policy

Let me show you the **Splendid Policies** we are issuing. Our "**Buttons**" can't come off, being securely riveted on with a Million and a Half Dollars Surplus. Ask me about the "USCASCO" WAY

L. P. HORTON, General Agent
Suite 5 Postal Telegraph Bldg.

Established 1900 New Phone 3413

Indianapolis Plating Co.

Plating and Sign Repairing
Cash Registers, Adding Machines, Clocks
Brass Beds and Chandeliers Refinished
432-434 Massachusetts Ave.

"ATCH" ROSE LOTION—Something Good
"ATCH" LIVER PILLS—Do Not Gripe

H. O. Atchison

DRUGGIST, 378 Massachusetts Avenue

Ask the man

who has purchased a home of us and you will be our next customer.

We build homes in any desirable part of the city on our easy payment plan.

If your lot is only partly paid for, we advance the balance and build you a home on our easy payment plan.

Write for booklet which will be mailed **FREE** upon request.

E. E. SHELTON
2817 Clifton St. New 151 Clifton Old 1866 North

Jno. Thompson Jno. G. Holliday

Thompson-Holliday Supply Co.

Established 1900
Highest Grade Motorcycles, Bicycles and Tires. Wholesale and Retail. Expert Repairing
444 Massachusetts Ave. Phone Main 3517

IRON AND WIRE FENCES

CATALOG FREE HIGH GRADE FOR ALL PURPOSES

ENTERPRISE FOUNDRY AND FENCE COMPANY
24th Street and L. E. & W. Ry. Indianapolis, Ind.

6%

Stop

wasting your surplus earnings. Twenty cents a day, invested in six per cent. bonds, will accumulate to

One Thousand Dollars in Ten Years

Look

around you. The men you know who are worth knowing are the men who save a portion of their income. The men who get ahead are the men who look ahead.

Listen

to the call of opportunity. Send for a sample copy of the New York Central Realty Bond and begin to save TODAY. Write for our booklet anyway. It is free and will interest you.

New York Central Realty Co.

1328 Broadway, New York
(Capital and Surplus, $1,527,706.81)
Indianapolis Office, 917 State Life Bldg.

High Grade Coal

Genuine Pocahontas Forked Lump	$6.00
Woodburn Forked Lump	5.00
Isgrig Forked Lump	4.75
Jackson Hill Forked Lump or Egg	4.00
Wood-Block or Split	$3.00 and 3.25

HARRY ISGRIG ARLEY F. KNOLL

Isgrig Coal and Ice Company

TWO YARDS

Main Yard, Cornell Avenue and 27th Street
Branch Yard, Chicago Street and Canal

BOTH PHONES

DESIGNS AND COPYRIGHTS
PATENTS
TRADE-MARKS

Jerry A. Mathews

OF THE INDIANA BAR

Solicitor of United States and Foreign Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
Washington, D.C.

References
Riggs National Bank, Washington, D.C.
Indiana Senators and Representatives

"We Strive to Please"

The Bramwood Press
Printers

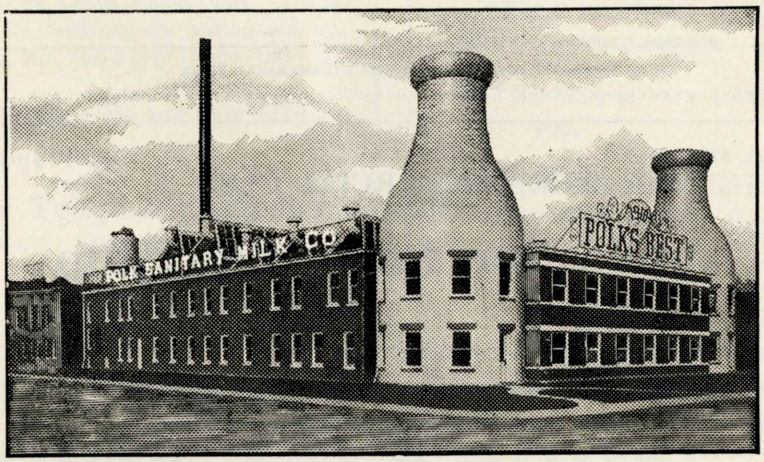
THIRD FLOOR, STATE LIFE BUILDING
Indianapolis, Indiana

Telephone, New 3951 Old, Main 2484

The King Piano

A HIGH GRADE INSTRUMENT SOLD AT THE RIGHT PRICE. Investigate it. We will make it to your advantage.

KING PIANO CO. K. of P. Building
Cor. Pennsylvania Street and Massachusetts Avenue



Not a Square Corner in the Entire Building

Polk's New "Sunlight" Milk Plant

In the entire city there is no building that surpasses this one in its perfect adaptation to the purpose for which it was erected. And nowhere in the country is there a milk plant that equals it. It is a monumental testimony to the progressiveness of Indianapolis institutions. You are invited to visit and inspect this plant any afternoon, when it may be seen in operation.

Polk Sanitary Milk Company
Fifteenth and Lewis Streets (A Short Distance East of College Avenue)

I SAW IT IN FORWARD!

To the Business and Professional Men of Indianapolis Who Are Not Members of the Commercial Club

THE MEMBERSHIP COMMITTEE of the Commercial Club most cordially invites you to become an active member of the Club. WHY?—We shall give but one reason at this time. The Commercial Club has, during its twenty-one years of existence, consistently endeavored to work for the public good of Indianapolis—YOUR HOME CITY—the city that is so great, so attractive and so progressive that it is making you a success in your enterprise by affording opportunities incident to your business or profession.

If this is true, do you not owe it to yourself and to the city to expend the small amount charged for membership? You understand that this is only a part of the argument. By the close of the present fiscal year, January 31, 1911, we expect to have at least 2,000 members. We need your name on the roster to increase the influence and efficiency of the Club in public matters. We urge that you become a member NOW; get in touch with the many efforts that are being made for the public good, and by so doing you will form many new acquaintances in the Club rooms. We have just completed improvements in the Club rooms at a cost of several thousand dollars and we know you will enjoy the many social features. WE WANT YOU NOW.

Detach the following application and send it in AT ONCE.

Very truly,
THE MEMBERSHIP COMMITTEE,
JOHN D. BROSNAN, *Chairman.*

TEAR OFF AND MAIL TO THE COMMERCIAL CLUB

Capital Stock, $250,000 **Shares, $10.00 Each**

THE COMMERCIAL CLUB
INDIANAPOLIS

Application for Membership

_____ 191___

To the Membership Committee of the Commercial Club

The undersigned hereby makes application to become a member of THE COMMERCIAL CLUB OF INDIANAPOLIS (in conformity with Sections 1 and 2, Article 5, of the By-Laws), and subscribes for_____ share___of stock in said Club of $10.00 each, for which he agrees to pay the face value thereof to the Secretary of the Club on or before_____ 191___

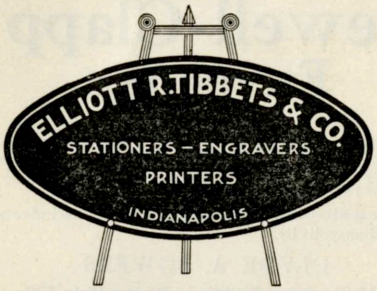
This Subscription is Conditioned Upon the Approval of the Undersigned Application for Membership

To become a Resident Member the cost is:
One share of stock - - - $10.00
Membership fee - - - - $5.00
Semi-annual dues - - - $5.00
(Dues payable Nov. 1 and May 1)

Name_____
Business Address _____
Firm _____
Business, Profession or Capacity_____

I SAW IT IN FORWARD!

"Everything for the Office"



Call Us Up—New 4029

Office Furniture

(Desks, Chairs, Filing Cases, Etc.)

EMBOSSED LETTER HEADS, PRINTED SUPPLIES
OF ALL KINDS, LOOSE LEAF LEDGERS
WEDDING INVITATIONS AND
ENGRAVED CARDS

SEE OUR XMAS DISPLAY

New City Hall Opposite Us 237 East Ohio St.

TELEPOST?

The Independent Telegraph Co.

What Does It Do ?

Gives 25 words for 25 cents, delivered by messenger; also 50 words for 25 cents, transmitted over the wire and delivered by letter carrier, all punctuation marks free; five figures in a group counts one word.

Where Does It Go ?

Chicago, St. Louis, Kansas City, Omaha, Louisville, Indianapolis, Springfield, Ill., Sedalia, Mo., and Terre Haute, Ind.

Call Main 6906 and New 3219

For other information

The Telepost Company

No. 11 West Market Street

F. B. BRADLEY, Manager

¶ If the Hiawatha Cafe were twice as large as it is now, it could take care, comfortably, of the business that has grown up around its tables.

¶ The Hiawatha Cafe insists upon comfort as well as service and a high standard of cuisine. Therefore, the Cafe in 1911 will be twice as large as it was in 1910.

¶ Its capacity is now being doubled —without interfering in any way with the present service.

¶ "Business is very good, thank you."

THE HOTEL KINGSTON
THE HIAWATHA CAFE
35 Monument Place Mrs. A. J. Tron

The Best To Be Had In Town Will Be Found At

Frank G. Kamps, Jr.

Wholesale and Retail

Fish, Oysters and Game

40 Virginia Avenue **Both Telephones 610**

PROMPT DELIVERY

I SAW IT IN FORWARD!

Capital National Bank

Capital $1,000,000 Surplus and Profits $400,000

Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier* LeRoy Kahler, *Ass't Cashier*
John F. Kurfiss, *Auditor*

OUR PATRONS ARE SATISFIED

Sewell-Clapp Envelopes

Established 1875

The most popular line of Business Envelopes. Made to use, not to sell; carefully planned to perform a double service—carry your correspondence and favorably advertise your business.

Sewell-Clapp Envelopes are sold exclusively in Indianapolis by

CLYDE A. BOWERS

717 Terminal Building—Phone Main 220

If You Are a Business or Professional Man

Instead of paying $20 or $25 for your $5,000 accident policy, you can secure this protection for about $9 a year in the Business Men's Accident Association. For thirty years the Commercial Traveler's Associations have given traveling men accident insurance at less than one-half the rate charged by stock companies. The Business Men's Accident Association enables the business or professional man to secure his accident insurance on the same favorable terms enjoyed by the Commercial Travelers.

Business Men's Accident Association
Indianapolis Branch
Main 2883 414 State Life Building

Announcement

¶ Very attractive offices have been vacated by the removal of the Anchor Life Insurance Company to its newly purchased home at 430 North Pennsylvania Street.

¶ The vacated offices are on the seventh floor of the Indiana Pythian Building, consisting of a large audience hall, five private rooms opening therefrom and a large vault.

¶ The suite is especially attractive for offices for lawyers or for a real estate or insurance company.

¶ The rent is eighty dollars a month and a lease may be had if desired.

¶ Application should be made either to the Anchor Life Insurance Company—either phone—or to Harry Wade at the Pythian Building.

The Christmas Puzzle

MOTHER

SISTER | WHAT SHALL I GET | BROTHER

FATHER

Solution

Select on the Square the Name or Names for whom Presents are Desired, and the Answer will be Found any day on any page of

The Indianapolis Star

Service, Reliability &

G&J TIRES

Go Hand in Hand

G&J TIRE CO.
Indianapolis

KIPLING'S great poem gives the banjo credit for drawing the "world together link by link," but what in actual cold hard prose does the job is rapid transit.

Time and distance have always baffled you—and your ancestors.
You don't ask for a smaller world nor a re-arranged system of time.
You want better means to cope with time and distance.
The automobile makes you a bigger-better-happier being.
The automobile decreases the mile and enlarges the hour.
There is no question but that you need an automobile.

The Overland Is the Pathfinder For Prices

WILLYS-OVERLAND CO. *Indianapolis and Toledo*

MERGER ANNOUNCED BY NEWSPAPER MEN

Merle Sidener and Guernsey Van Riper Combine Their Interests in Publicity Business.

OFFICES IN THE BOARD OF TRADE

Enter New Field and Represent Clients as Counselors at Court of Public Opinion.

Merle Sidener and Guernsey Van Riper announced yesterday their association in business as publicity counsel, with offices in the Board of Trade Building.

They are the first in a new field in Indiana, their plan being to sustain to the man or business seeking publicity the same relation a lawyer bears to his client —in other words, they are counselors at the court of public opinion.

Aside from acting in an advisory capacity, they prepare and file briefs, petitions and pleadings for their clients in the form of stories written in "newspaper English," business-getting letters and booklets.

Both Mr. Sidener and Mr. Van Riper have had years of experience in the newspaper business. Mr. Sidener has served on the Indianapolis Journal, Sun, News and Star, where he was the first and only city editor until he resigned early this year to take up the work in which Mr. Van Riper now joins him.

Mr. Van Riper was for four years night city editor of the Indianapolis Star and succeeded Mr. Sidener as city editor. He has also been a writer on the Indianapolis Journal and the Louisville Courier-Journal. During the "late unpleasantness" he was manager of the press bureau conducted by the Democratic state committee.

Mr. Sidener is manager and Mr. Van Riper is editor of Forward Magazine, which work they will continue. Among their present clients are the Indianapolis Trade Association, the National Paving Brick Manufacturers' Association and the Federation of American Motorcyclists.